

PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CXLV, No. 11 NEW YORK, DECEMBER 13, 1928

10c. a Copy

This Outdoor Age



B. A. I. S. 1916 with
N. W. Ayer & Son

YESTERDAY's fragile ladies spent most of their time indoors. They embroidered, entertained in the parlor, fainted upon occasion. . . . Today's alert, vivacious woman lives mostly out-of-doors. More than ever before, must she be sure of good looks all of the time.

It was Armand who challenged cosmetic tradition and advanced the advice that face powders, like costumes, should suit the life of the times—that yesterday's face powders could not hope to meet today's more vigorous needs. And so, for the modern woman, Armand created a powder—smooth, clinging, weather-withstanding.

"For your active, modern life choose this one natural face powder," say the advertisements for Armand Cold Cream Powder. "It will cling for hours. It need not be renewed frequently. Its effect on the skin is fresh, smooth—delicate as the petals of a rose. . . ."

No flattery or appeal to vanity here. Just the simplest statement of truth. And how the ladies have responded!

N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO

What the 4-A's Agricultural Press Committee Reports

"... the problem of American business is not so much over-production of all manufactured goods as it is over-concentration of merchandising effort in the metropolitan areas."

This is not farm paper sales-talk, but a statement from the advertising agencies' own committee.

Concentration in cities, once profitable, is now costing more than it can return. Competition does not allow *all* to make a profit.

In the farm market, however, little aggressive selling is being done. 30% of America is farm population (not simply rural). Those people today average equal or better than the city dweller in education, wealth, purchasing income and opportunity to use goods. Manufacturers *must* see this. Where are the automobile companies making their greatest advances? What are mail-order-house sales figures proving? Why are common stocks of farm equipment companies worth more than twice their value a year ago?

And the Standard Farm Papers reach 41% of *all* farm homes!

Your sales problem is national—but your dealer's is always local—The Standard Farm Papers meet both!

Missouri Ruralist
The American Agriculturist
The Wisconsin Agriculturist
The Breeder's Gazette
Pennsylvania Farmer

The Prairie Farmer
Ohio Farmer
Wallaces' Farmer
The Progressive Farmer
Pacific Rural Press

The Nebraska Farmer
Kansas Farmer
The Farmer, St. Paul
Hoard's Dairyman
Michigan Farmer

The STANDARD FARM PAPER UNIT

One order—one plate—one bill

WALLACE C. RICHARDSON, General Manager

CHICAGO

Courtney D. Freeman, Western Manager
307 North Michigan Avenue

NEW YORK

Willard B. Downing, Eastern Manager
350 Park Avenue

San Francisco, 1112 Hearst Building

PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXLV

NEW YORK, DECEMBER 13, 1928

No. 11

I Never Ask Our Credit Manager to O. K. an Order

As a Consequence of This and Other Policies Marietta's Sales and Credit Departments Operate in Perfect Harmony

By Jas. H. Warburton

Sales Manager, Marietta Chair Company

HERE at Marietta we have, I believe, set up rather a unique record in that our sales and credit departments have worked together, since the writer came here in charge of sales nearly four years ago, without engaging in a single "scrap."

Yes, even without having as much as a cross word.

I do not mean to infer that there aren't other well regulated business concerns in this country whose sales and credit managers enjoy a similar peaceful co-existence. On the other hand, it cannot be denied that sales and credit departments, for years, have had the reputation of having their joint troubles. Why this is true is best known to the heads of these departments and their superior executives, but just why it *should* be the case hasn't yet been very satisfactorily established.

Probably as long as there are sales executives whose function it is to increase business, and as long as there are credit managers whose important job it is to hold losses to as near the vanishing point as possible, there will be this "eternal-internal" struggle.

But without going into all the ramifications of the subject, let me plunge right into this little story of how and why and with what results the harmonious association between "J. H. H." (J. H. Hecker, our credit manager)

and "J. H. W." (the writer) came about and has been maintained. The fact that our first and middle initials happen to be the same hasn't a thing to do with it.

The circumstance that prompted this article was a statement which "J. H. H." made to a group of Ohio and West Virginia credit managers the other night, during a dinner meeting. He said: "I have had the privilege of working with a sales manager for the last four years who has never as much as asked me to O. K. an order. The only request, in this connection, that he has yet made was that when an order was turned down the salesman from whose territory it came be notified and cautioned not to waste time on that dealer in the future."

Now, what has just been said doesn't make of me the rare specimen that it might indicate. As I assured those credit managers, in a little talk which I made them on the same occasion, "there's a reason" and it's this reason which I want to dwell upon for the next few minutes.

Its inception dates back to a talk which took place four years ago—on the day I came into this business—in the office of S. M. Thurlow, our general manager. He expressed it all in one sentence and I believe I got his full meaning at that time: "We want more business from year to year

but in order for it to be acceptable it must measure up on these two particular counts: It must be taken at regular prices and from dealers who can pay their bills."

I am happy to say that during my four years with Marietta I haven't cut a price, once it was quoted, for the sake of beating competition to an order. We have maintained and are making good on the uniform price policy. Where I have lost an order to a price-cutting competitor, instead of being criticized by my chief, he has stood right behind the guns with me. It hasn't been an easy policy to apply during recent times when price selling—volume come first—has run rampant in our industry.

But so long as our program calls for as much desirable business as possible but only at a fair and rightful profit, I, for one, can go along without getting all nervous and unstrung when some business that could have been had "at a price" goes to someone who prefers his volume to a bit of profit. Incidentally, because of or in spite of this policy, our plant has not only run steadily throughout the period of which I speak, but October just past showed a 30 per cent increase in shipments over the same month a year ago and likewise brought the second half of 1928 above the same four months of 1927.

But what's all this got to do with "harmony between our credit and sales departments?" Let me see if I can point out the connection:

When I started here, I realized that if we were to increase the business of this sound, conservative old concern and at the same time maintain the established policy of "uniform prices" and "minimum credit losses," at least two specific things would be necessary: First, hold the old accounts that were already on the books and, second, add as many more like them as possible. Obviously, the first could be done by going along pretty much as before, with the sales organization then on the job. There was nothing strange or exciting about that

deduction, in spite of the now popular line that "one must run like the devil to stay where he is these days."

But the second requisite was where the new road was to join on to the old and reach out yonder some place. In most part, this new business we were after would have to come through new men in the field. Of course, we could inject some new life into the old organization and apply some new sales methods, and thereby gather some increase from the already developed territories but there was no problem connected with training the regular salesmen to carry out our policy.

The fun started when we placed new men in the field. It wasn't long until we had practically doubled the numerical—not the productive—strength of the road force. It was then that I learned what it means to have as a co-department head a man who is as anxious to pass an order as I am to see it passed; but a credit manager with whom the poor risk has little or no chance.

When I saw how this C. M. worked I merely put two and two together and asked myself: "Why should I bother my head about credits?" So I have never asked him to O. K. an order and doubt if I ever shall. The orders pass through my department to his desk and I never see them again. If a dealer or salesman raises any question as to why a particular order hasn't been passed—when ever the letter comes to my desk—I just pass the matter (or the buck) along to the man who can tell him. And when it comes to telling it diplomatically he's a past master. For my part, I am interested only in the live ones that are coming, not the dead ones that have gone to the file.

SALESMEN AS JUDGES OF CREDIT

Some, most, or maybe all salesmen, as sales managers know, firmly believe that they are in better position to judge a dealer's credit standing than is the man at the home office who "only has the books to refer to." They argue

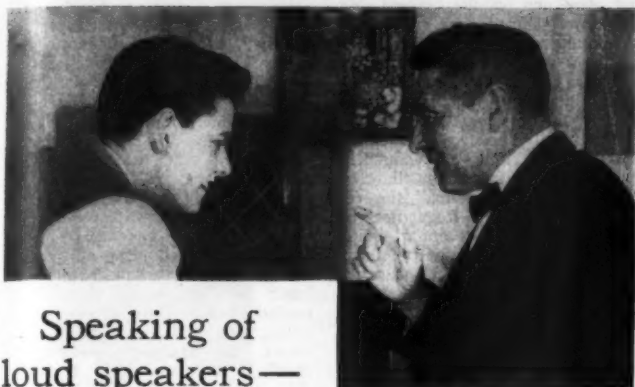
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Speaking of loud speakers—

Into the well-known wee sma' hours linger Pop and Jimmy. The DX bug has bitten, even as it bites all owners of new radios. Together the two temporary monomaniacs play hookey from their pillows and shush each other into silence as they point their ears at the loud speaker.

And speaking of loud speakers, how about young Jimmy himself? Perhaps not exactly loud, but strong and insistent has been his clamor for this new Clearabell Six Tube Super-Iodine. When Mr. Fenton casually mentioned a Majitone, Jimmy promptly talked him off his feet. And Pop acquiesced with good-natured rumblings. "These young fellows claim to know everything about radio,"

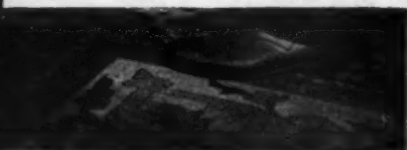
he grumbled, "but the catch is they usually do!"

Mr. Fenton exaggerates. The youngsters don't know *everything* about radio, but they do know more than the average parent. Their judgments are listened to with respect when it comes to a question of buying "this one or that one."

Talk to youth about your product. Youth, alert and responsive, makes it a habit to *be informed* about desirable merchandise of all kinds. 500,000 wide-awake boys read **THE AMERICAN BOY** every month. 85% are of high-school age, or older. Men in everything but years. Advertise in their favorite magazine. March forms close January 10th.



The **American Boy**
Detroit Michigan



that they are on the ground and in many instances are personally acquainted with the man or firm seeking credit. Frequently a salesman convinces his sales manager that he's right and there the trouble starts. Whether the S. M. really believes his salesman to be right or wants to prove to the salesman that he has a "friend at court," the results are the same. Regardless of how the scrap comes out at home base the man afield will believe, as long as he lives—if the order is finally turned down—that he has been mistreated.

Here's one place where our salesmen don't get a bit of sympathy from me. When a man joins our sales organization I try to make it plain to him that I keep hands off, completely and totally, where credits are concerned. It is up to him to satisfy our C. M. on this point—and nobody else. I haven't the time to plead this or that individual case for him and it wouldn't do any good if I did—so please address all letters pertaining to credits to "J. H. H.," not "J. H. W."

A LIST OF ELIGIBLES

When a new salesman comes to the factory for "drilling," after I've explained our uniform price and credit policy to him, he is then turned over to Mr. Hecker—and I don't sit in on the conference. He is fully advised of the class of accounts he is expected to sell and is supplied with a typewritten list of "eligibles" for his territory. Any that may be added later, through his efforts, will, of course, be required to pass the test. At this time the new man is also advised as to the co-operation he will be expected to accord the credit department—which is limited to going after any accounts that may be in danger of being placed for collection.

Our salesmen have very little collecting to do. This is due, of course, to the class of accounts they are required to sell. Incidentally this is a strong argument in selling our men on supporting the present policy.

Here are a few incidents which should have a place in this story, as they illustrate some of the points I am attempting to make:

Shortly after I came with the company, one of our new men landed a nice order from a large dealer whom we hadn't sold for years. The order was passed and shipped, but I recall that "J. H. H." remarked at the time that while this dealer was a desirable account he was very slow pay—he remembered him of old. Sure enough, about the last collection letter of the series had been mailed before we received his check, but less the regular discount. My associate brought the check in and said: "If I return this payment we may not only lose the dealer again but your new salesman as well. I want to handle the matter in a manner which will prevent either, but it seems to me that this is the best time to demonstrate to both dealer and salesman that our policy must prevail. What would you suggest?"

The thing we did in that case has been repeated in every subsequent one—the check was returned, but one of the best sales letters I have ever known a credit manager to write accompanied it, a copy of which was sent to the salesman. At the same time I wrote the salesman and without apologizing for our action, asked him to call upon the dealer at once for a two-fold purpose: first, to discuss with him and make plain our uniform price-discount policy, and, second, to secure his order for more merchandise. Almost by return mail we received a corrected check and a new and larger order than the one which had caused the trouble. Since then this dealer has met our terms without the least misunderstanding.

A few months ago we took on a new salesman to travel one of our best territories and regardless of the fact that he had never sold furniture before, he led the entire organization week after week. Naturally he was bubbling over with enthusiasm as a result of this early success. Any sales

(Continued on page 187)

OSKALOOSA, IOWA

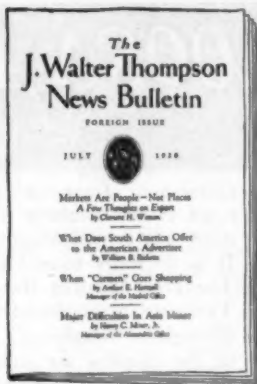
80%

Oskaloosa, Iowa, a prosperous town in the southern part of the state, has a population of 10,370. It is 80 miles from Des Moines. The DES MOINES REGISTER and TRIBUNE gives doorstep delivery throughout Oskaloosa. . . . 80% of the families are subscribers to the Register and Tribune, daily and Sunday. This is a greater per cent of coverage than the Minneapolis Journal has in the city of Minneapolis.

*The Des Moines Register
and Tribune*

225,000 Daily Circulation





The July Issue of the J. Walter Thompson News Bulletin is devoted Exclusively to Various Phases of Export.

Copies of This Issue Will Be Sent, on Request, to Manufacturers or Distributors Interested in Export Markets.

American Manufacture Show Steady Growth

90% of Export Increases in First Quarter of 1928 Were in Wholly or Partly Manufactured Goods

Trend of American Business Abroad Definitely Toward Branded Products . . .

THE INVASION of the American manufacturer is winning increased acceptance all over the world. American grocery products, toilet articles and goods of all kinds are following the trail blazed by American farm machinery, office equipment and automobiles.

A factor of increasing importance in selling goods abroad is the intelligent and effective coordination of market surveys, sales organization, sales effort—and advertising.

The successful exporter more and more is applying the same fundamental selling policies to win a world-wide market that he does in the highly competitive domestic market.

In 1919, the J. Walter Thompson Company established



This Map Shows the location of the J. Walter Thompson foreign offices in Europe and the Near East. To this territory are shipped nearly half of all American exports.

Under the direction of American executives, advertising prepared in these offices is appearing—in 26 languages—in more than 40 countries.

are with Foreign Markets . . .

f 19 office in London. In the nine years since, this Company
Goo has been a pioneer in applying American advertising practice
in foreign countries.

Today there are nine J. Walter Thompson Company offices
broad, offering to American manufacturers the same char-
acter of facilities for market surveys and merchandising
assistance—as well as for the planning, creating and placing
of advertising—which it affords in the United States.

A special issue of this Company's News Bulletin deals with
the export situation. Copies will be sent on request to manu-
facturers or distributors interested in the possibilities of
developing markets for their products abroad.

J. WALTER THOMPSON COMPANY

420 LEXINGTON AVENUE, NEW YORK

CHICAGO BOSTON SAN FRANCISCO CINCINNATI LONDON PARIS
BERLIN STOCKHOLM COPENHAGEN MADRID ANTWERP ALEXANDRIA
PORT ELIZABETH

Do Christmas Presents to Buyers Bring More Business?

It's Time This Expensive Custom Was Abolished

By A. H. Deute

A PURCHASING agent friend of mine was reading, rather enviously, a circular which the purchasing committee of another large company had sent out. This circular explained that the company felt that Christmas gifts offered to its purchasing agents might better be omitted, for the good of all concerned.

"I wish our house had thought of sending out a circular like that," he said to me. "It's been quite a problem with me for all the years I have been on this job to know what to do about Christmas presents."

"Each year when Christmas time comes, I get a great collection of all sorts of things from salesmen. I know that not one in a hundred comes as the result of a desire to spread Christmas cheer. If I weren't the purchasing agent of this company, many of these chaps wouldn't look at me at all. I know they are not giving me presents. They are impelled either by the motive that in this way I may be influenced to give them larger orders, or because they feel that other salesmen are handing out presents and they will be regarded as 'cheap' if they do not do the same."

With another Christmas season just ahead, many sales managers and salesmen are in a quandary.

More and more buyers of the modern school feel uncomfortable about accepting Christmas gifts. More and more sales managers hesitate to give them. But still the practice goes on because it is such a delicate one to handle.

"It's a difficult problem," one sales manager said to me a few years ago. "Personally, I'm opposed to our salesmen giving presents, but I realize that a certain amount of it is almost unavoidable. There are still a good many buyers who look forward to

what they can drag in at Christmas time. Many a man who would be insulted if you tried to hand him a ten-dollar check would be equally upset if he wasn't 'remembered' with a box of cigars or a couple of neckties."

"I've a half dozen clients," an advertising agency man remarked last Christmas, "and each one of them is on the lookout for something. Two of them, in particular, start hinting about it a couple of months in advance. They seem to look upon Christmas presents as legitimate loot."

"The initiative ought to come from the buyers themselves," another sales manager seems to think. "It is hardly good business for the sales manager of a company to put on an altruistic or moral air and announce that he will not give any Christmas presents lest his customers regard it as petty bribery."

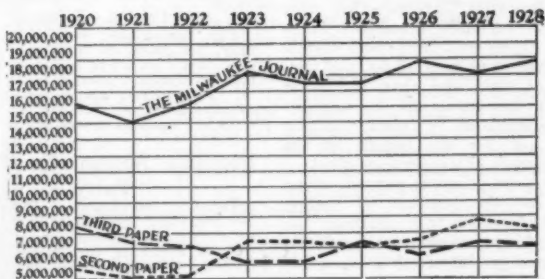
On the other hand, listen to what this candy factory sales manager has to say: "Annually, at Christmas time, we gave away several hundred expensive packages of candy. We permitted our men, for many years, to include a box of candy in the Christmas shipment. It was usually marked for the buyer's wife. Then we began to have boxes included for the attractive young lady cashier, and then for the girl behind the counter, and so on. All sorts of people seem to feel that the gift of a box of candy is merely a trifle, forgetting that boxes of candy, especially the fancy Christmas boxes, run into large sums. For that very reason, it seems difficult to take the attitude that there will be no Christmas presents."

The salesmen are often prime movers in aggravating this situation. Many a salesman feels that it would be hard for him to call on the buyer after the first of the

Thorough Trading Area Coverage at One Low Advertising Cost!

A Guide to Maximum Sales in Milwaukee!

THE following chart of Milwaukee newspaper advertising lineage during the past nine years shows at a glance the unapproachable leadership of The Journal over the other Milwaukee papers.



Guide your appropriation by this graphic record—a composite report of thousands of advertisers who know that The Journal alone brings maximum sales at minimum cost in the rich Milwaukee market.

THE MILWAUKEE JOURNAL
W **FIRST BY MERIT** *W*

Read in More Than 86 Per Cent of All Greater Milwaukee Homes!

year unless he has sent the buyer a Christmas present.

One house which had a real problem in this respect solved it rather neatly by announcing that salesmen could send in lists as long as they wanted to for Christmas cigars, but that since the salesmen and the house profited equally in developing customer good-will, the house would supply the cigars, enclosing the salesman's card, but it would charge one-quarter of the cost to the salesman's account. That ruling cut the "necessary" gifts to a remarkable degree.

A crotchety old factory owner, whose business keeps three purchasing agents busy, handled the matter in an interesting manner a few years ago, by telling his purchasing agents that he wanted all Christmas gifts coming from business connections and salesmen to be turned over to him personally. The day after Christmas, his office was a veritable museum. There were cigars and lamps and traveling bags and golf clubs and bottles of this and that and other things too numerous to mention. He announced he would auction them off for the benefit of the employees' entertainment fund.

"I'm not going to put my young men into the position of feeling under obligation to a salesman," he said. "Some of these chaps expect to hand a buyer of mine a \$25 vacuum cleaner for a present and then have my company hand them a \$25,000 order in return."

But probably the most practical, dignified and sensible method is the one to which I referred at the opening of this article. This circular definitely solves the problem of the Christmas gift. It solves it in an impersonal way. It puts all the blame on a "purchasing committee" and it tells the entire selling fraternity that the company's buyers, as a group, wish to be relieved from the delicate problem of being asked to accept gifts. The salesman who is guilty of the crude move of forcing a gift onto a buyer in the face of such an announcement need create no embarrassment for the buyer who promptly returns the gift.

Advanced by Radio Corporation of America

At a recent meeting of the board of directors of the Radio Corporation of America, David Sarnoff, vice-president and general manager, was made executive vice-president. Other promotions were: Joseph L. Ray, vice-president and general sales manager; Dr. Alfred N. Goldsmith, vice-president and chief broadcast engineer, and Colonel Manton Davis, vice-president and general attorney.

Elmer E. Bucher, at the same meeting, was elected executive vice-president of the RCA Photophone Company.

E. D. Gibbs, Vice-President, Frank Presbrey Agency

E. D. Gibbs, who has been engaged in business as sales and advertising counsel at New York, has joined the Frank Presbrey Company, of that city, as vice-president. He was formerly with the National Cash Register Company of which he had been advertising director for a period of fifteen years. Mr. Gibbs also was, at one time, advertising director of the B. F. Goodrich Company.

Duplex Safety Pin Account to Hanson Agency

The Consolidated Safety Pin Company, Bloomfield, N. J., maker of Duplex safety pins, has appointed the Joseph E. Hanson Company, Inc., Newark, N. J., advertising agency, to direct its advertising account. Newspapers, magazines and business papers will be used.

Insurance Account for Tracy-Parry

The Fire Association of Philadelphia has appointed the Tracy-Parry Company, Inc., advertising agency of that city, to direct its advertising account. Newspapers will be used in a forthcoming campaign.

Athletic Goods Account for Wolcott & Holcomb

The Draper-Maynard Company, Plymouth, N. H., manufacturer of athletic goods, has appointed Wolcott & Holcomb, Inc., advertising agency of Boston, to direct its advertising account.

Leonard Carey Joins Erwin, Wasey

Leonard Carey, who has been doing free lance art work, has joined Erwin, Wasey & Company, Ltd., advertising agency of Chicago, as a member of its art department.

Acetol Products Appoint Blackman

Acetol Products, Inc., New York, maker of Cel-O-Glass, has appointed The Blackman Company to direct its advertising account.

Automotive Leader in America's Motor Center

**Detroit News Is Preferred
By Automotive Advertisers
Including Passenger Car
and Truck Advertisers**

CHOSEN by the reading public as Detroit's automotive newspaper, The News is naturally first in automotive advertising, carrying during the first 11 months of 1928, 1,770,496 lines of automotive advertising, or 300,986 lines more than the second paper.

Its Automobile Section, the first in Detroit, is devoted to automotive events of premier importance and to helpful articles of interest *primarily* to motorists. Its road logs, maps, vacation suggestions and reports on road conditions are the accepted guide for Detroit's automobile owners.

Also because The News reaches 4 out of every 5 homes in Detroit taking any English newspaper, The News is Detroit's most productive automotive medium.

With payrolls setting new high marks in Detroit's history, advertisers find a doubly rich combination in this market and its favorite newspaper, The Detroit News.



The Detroit News

New York Office
L. A. KLEIN, 10 E. 42nd St.

The HOME newspaper

Chicago Office
J. E. LUTZ, 6 No. Michigan

Here it is /

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THE CHICAGO DAILY NEWS
MIDWEEK FEATURES

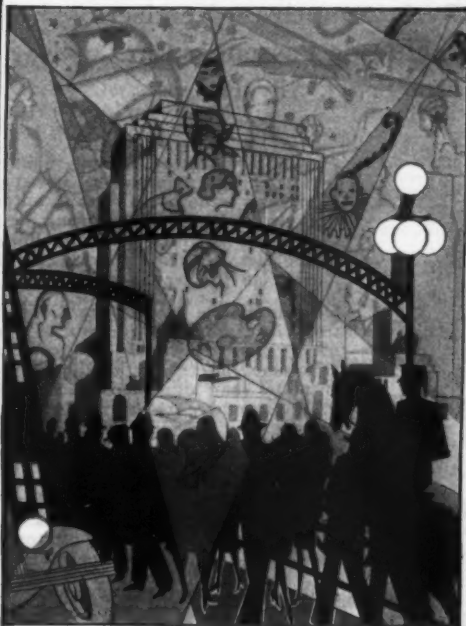
PICTURES • NEWS OF BOOKS • ART • HOME TOPICS • STORIES

34 Year—200

SOFTWARE FOR
BY THE COMPANY THAT BUILT THE BOM

December 6, 1928

A Part of Every Wednesday Issue



May We
Introduce—

There has to be some thing more than just a taste of comfort. The first issue of "The Daily News Weekend Tribune" is a new first step to tell about itself - *Style*.

It is not in Chicago newspapers. It is not a "magazine." There are scattered here, for the reader's better convenience, some well-known departments of The Daily News, plus many small sections and articles.

Colony are weak. It is applied for the first time in Chicago to a grouping of "wandering water" like

...
...
...
...

Well, you will find some of The Daily News' best-known columnists performing under this moniker, like our: CARL SANDS, BUNG, and ROBERT J. CASHY, and MEYER LEVIN, and JUNE PROFFER, and others.

There is a short story by
MYRA SAMYER
WINDLOW, novel con-
tinued.

This is the "Christmas Book Function," as there are several pages devoted to bright, informative readings about the new books and the new or old authors. That department is now directed by HOWARD VIN. GENT O'BRIEN.

Turn a leaf and you will come upon a fine interview with **MR. JAYE MANNA MCGONAGLE**, just about to

You will find some in-
terestings by CARL
LANDAUER, former
owner and biographer, of
Honey Creek.

All the way through you
will come upon many
interesting and differ-
ent things. And please
keep a list of any name
of a "winner"—but not
too small as

...
Index on page 7

CHRISTMAS BOOK NUMBER . . . SPARKLING SHORT STORIES

THE CHICAGO

Chicago's Home

**Advertising
Representatives.**

NEW YORK
J. B. Woodward
110 E. 42d St.

CHICAGO
Woodward & Kelly
300 N. Michigan Ave.

Member of the 100,000

The First Issue of THE MIDWEEK FEATURES SECTION

*A tabloid
insert
in color
published
each
Wednesday
as a
part of*

A section so smart and attractive in appearance . . . so bright and sparkling in text . . . that it will be an ideal medium for the quality advertising of a quality product. Write, telephone or wire The Chicago Daily News, 15 North Wells St., Chicago, or any of our representatives listed below for a copy of the latest issue, rate card, contract forms and full details.

CHICAGO DAILY NEWS

Home Newspaper

DETROIT

Woodward & Kelly
408 Fine Arts Bldg.

SAN FRANCISCO

C. Geo. Krogness
303 Crocker 1st Nat'l Bank Bldg.

Group of American Cities

**The Detroit Times
in November carried
the greatest volume in
advertising of any
month in its history---**

**The gain in display
advertising for eleven
months of 1928
totals 1,570,970 lines
--leading every
metropolitan daily**

“The Trend is to the Times”

Cage the Nightingale

A Little Sermon on Charm in Copy

By Brian Rowe

Account Executive, J. J. Gibbons Limited

THE voice of the salesman. Does anybody like it? I mean the real machine-made salesman, the world beater, the contest winner, the quota crusher.

How, by contrast, I welcome the type of man who came in to see me yesterday. He was a perfect stranger, but within three minutes I ranked him as a friend. He was offering me space in rather an unusual (but perfectly reputable) advertising medium. But, strange to say, he did not seem to think that each and every one of my clients "ought to be in"—as most salesmen do. He did not seem to regard his proposition as the most vital thing in the world to me and everybody connected with me. He talked quite reasonably, and casually, quite without the strained feeling that he was under orders to carry out the task of selling me at all costs. He had a quiet streak of humor in him; an understanding of the kind of people my clients were; an appreciation that they were human anyhow.

And he had charm. No forced geniality—but cheerfulness; no falsely created intimacy, but an ability to get inside my mind; no cajoling, but a simple statement of a reasonable case—which continued to seem reasonable to me because he treated me as a thinking human being, and not as a foolish puppet to blow down with the wind of his sales talk.

This digression (if one can be said to digress when one has not yet started going anywhere)—this digression about salesmen came to my mind when I was thinking more about this question of charm in copy.

Let us try to analyze charm in copy.

Charm, to my mind, consists partly, even largely, of sweet reasonableness—peaceful reasonableness; the kind of attitude about things which makes the reader feel

that he can let down his drawbridge, call off the ferret and unlace his beaver. When I am reading copy I hate to feel all the time that this fellow who is talking to me starts with such unreasonable ideas about life in his head that he is just bound to spring some impossible suggestion on me; and that if I ever met him in the flesh I should never be able to argue with him because we have no common meeting ground, no starting point on which we agree. He does not seem to live in the same world as I do, or act the same way, or have the same experiences. How can he possibly understand what I need?

He has put on the armor of business, and become a robot war machine. I am only a poor human being. I don't like meeting war machines. If I have to, I put on my armor and offer a vigorous resistance.

There is no charm in the spirit of business. There may be majesty, grandeur, the thrill of victory; but there is not that charm which makes people like being sold.

When I think of my friends and acquaintances, it comes to me that there is least charm in those who are loud-mouthed. The fellows I like and trust are the ones who are more given to under-statement than over-statement. Their enthusiasm is much more contagious when they indulge in a scrap of Meiosis. They are just cheerful, and natural, and reasonable. And usually they sell me.

Here is a bit of copy that seems to me to have that gift of reasonableness. It is an advertisement for the Hotel Pennsylvania addressed to the readers of *Punch*:

MISCONCEPTIONS

New York is not the New York of the music halls. No city of painted skyscrapers, peopled by a race born in horn-spectacles, surmounted, in snow, sun or rain, by straw hats, and con-

versationally limited to "Say Bo."

If you stay at the Hotel Pennsylvania you will see New York as New Yorkers see it. A city whose skyscrapers (picturesque in the down-town district, where streets are canyons) are mostly visible to the passer-by only at the cost of a crick in the neck.

A city peopled with human beings who underneath are very much like yourself, with a taste for golf, a deep-rooted prejudice against Income Tax, and a profound respect for London tailors.

And here are two more, refreshingly free from claptrap and big drums, yet very contagious:

RECOLLECTIONS

What kind of clothes are there that can actually hurt? Not hurt the mind or the spirit or the pride or the humility, but hurt the body. A woman would mention corsets. She has recollections on that subject. A frayed collar will easily drive a man into a shop to buy a new one. But shoes can be the very dickens! It is on what they have done for the sheer comfort of the foot that the makers of Lotus and Delta shoes like sometimes to dwell. On the priceless blessing of the perfectly fitting shoe—which can be found for every normal foot on earth. Man's and woman's too.

NEW NEIGHBORS

Some times new people come into your neighborhood of whom you say that you feel as if you had known them all your life. Lotus and Delta shoes are going about the world just like that. They are so made and so multiplied that you can always find among them—if you look—shoes that are friends from the very first. Spend a little time with the Lotus agent finding a new shoe which feels like an old friend. And do you pay for this rich comfort by having shoes less smart? No—rather the reverse!

And here a last example, which particularly lacks for jargon of business:

LITTLE TALKS TO HURRIED PEOPLE

The Tale of a Famous Bet

The sun and the wind once made a bet. It was about a man and his overcoat. They agreed he would be better without that coat. Which could the sooner make him take it off? The wind had the first try. He walked round to the North-East and let go. The man turned up his velvet collar. Then the sun tried. "Phew," said the man, "I wish I hadn't brought that coat." The sun persisted a little more. The coat came off. Gently did it!

Eno doesn't bully either! Doesn't bluster—it gets its way by kindness. It's as persuasive as sunshine—and as safe. It helps the organs of the body to do their work. And the rest follows—the blood purer, the complexion clearer, the mind more cheerful.

Eno doesn't teach your constitution something which it will have to unlearn. It doesn't create a habit which

will be difficult to break off. It acts very much as fruit acts. It contains nothing crude and violent. It is free from sugar. You can with perfect prudence and safety prescribe it for yourself.

The next ingredient in charm in copy seems to me to be the result of good breeding, or culture, or whatever else you may prefer to call that fineness of susceptibility, that tact, that *savoir faire* which always does the right thing.

It is the kind of mind, which, when it is writing institutional copy, does not have to fetch out the rusty silk hat and the shabby spats that it bought for Uncle Bill's funeral, and indulge in high falutin' phrases from the thesaurus, or a stilted dyspepsia of high flown dicta; but rather contrives to achieve dignity because it is, by nature, dignified.

True greatness can be simple. A man of education can be impressive, yet natural.

I like to read copy that seems to have been written by a man who knows his way about the world; a thoughtful man; the kind of man I can respect. Such copy is quite apt to be charming.

Try a sample:

You've let that fire out again, Kenneth! That chair will be your ruin.

It has to be admitted with the deepest regret that the strenuous life is not promoted by the Buoyant Chair. It is the chair that is meant to be sat in. Not to be preached from! Not to argue and contradict from! But to be sat in—and, while one sits, to be a spectacle of passive, oblivious, blissful content.

Now that does not at first glimpse look like a dignified piece of copy. But look at it again; get the feel of it. Has it not the dignity of competence and knowing what is what—and the charm of good breeding mixed in?

Here is more of the same kidney:

In a hard world the Buoyant Chair is very soft. Amid all the noise it is perfectly silent. In a shallow age it's very deep. It simply isn't in the modern movement at all. It stays at home and keeps the fire warm. It is built not for speed but for comfort. Bless it!

And more from the same pen:

FIDELITY

There they are, waiting on the shelf in the shoe-cupboard. Shining with

polish—rather the color of an old violin. They have nothing to do today. Today is an office day.

But Saturday is coming. There's sure to be work on Saturday. Perhaps one of his long tramps. Streams to be crossed on loose stones—short cuts to be taken across a heavy soil. They don't know—but whatever it is, they're ready.

And again:

To the Lady Whose Cook Has
Thursdays—

Why not take the day "off," Madame . . . when your Celeste meets her Francois, must you gambol with the kettles, pans and skillets?

Choose the festal way to freedom! . . . Here at the ROOSEVELT you will discover a setting so charming and a dinner so beguiling that even your critical spouse will shower blessings upon the head of Thor—or whoever it was that invented Thursdays.

And lastly,

A SILENT VALET

Underwear first; shirts (from a dust-proof envelope); collar now—thanks! No, not that tie—the gray one. Socks? Um—the new cashmere ones, please. Trousers—shoes—waistcoat—coat. . . .

And so they come—everything in order due, ready to your hasty hand—from a Compactom Clothing Cabinet.

We want people to know about the Compactom. It is so full of virtues. It saves time—precious time. It saves temper. It saves meals being kept hot. It prevents wives from having to tidy up. It ends the "Hunt the Slipper" part of dressing. And it is such a wonderful piece of cabinet making. Looks so good. Saves so much room. Does away with drawers. And makes clothes last so much longer.

We can't expect to give you much idea of what a Compactom is in one advertisement. We can tell you what it will do, but you won't really believe us, until you see how it does it.

So, for our peace of mind, and your own personal benefit, will you write for a catalog, which gives us a chance to show you how it is all done?

Or if you are *really* skeptical, will you come down to 44, Upper Berkeley Street, and see for yourself?

Copy like this is wholly natural; it at once brings the product into the world in which the prospect, himself, lives. It has *savoir faire*; case; human-ness; and yet you seem to respect them much more than a firm whose copy stutters valiantly through a congestion of unreasonable thoughts, all conceived in one of the upper layers of the universe, where no ordinary man has any cause or liking to venture.

This is copy that to my mind is not aping dignity, but just has it, as a natural expression of the per-

sonality of the man who wrote it; copy that is friendly, and human, without artificial intimacy or loss of reverence. There is no stooping; rather a meeting of equals.

Why must so much copy say to the prospect, "You poor sap. Thank Heaven we aren't such fools as you. You don't know a thing. We are on the top of the woodpile; you are a low worm in the drain behind us?"

* * *

Where did we get to? Yes, we agreed (at least I heard no dissentient voices) that charm in copy demands (1) reasonableness, human-ness, understatement rather than super-advertising—and (2) good breeding, or education, or natural dignity and niceness. There must be a better word for this, but it evades me. Anyhow, Ben Ames Williams certainly has the quality I am trying to define.

And the third ingredient is freedom of spirit—freedom for some personality to appear through the picture frame. This I have touched on before; but perhaps it deserves another mention, because it is the secret of a good many sanguinary fights on agency floors. The copy writer goes and does all things the client won't stand for—and when you call him down for it, he can only say that that is the way the thing ought to be done—his genius told him so.

Or, to look at the other side of the picture, the client lays down so many restrictions that art and the client's signature cannot co-exist; there is nothing for it but to throw art to the winds and produce the kind of junk the client likes.

Both these attitudes are quite reprehensible, in fact almost naughty. I am almost reminded of the behavior of the United States and the United Kingdom over this cruiser question. They both seem to regard each other as plain impossible.

I would say to the client that dry-as-dust bones pieced together from the cupboard of advertising phrases can produce only a lifeless skeleton. Mr. Client, when you are selling an idea to your directors, or to your wife, you use

ordinary everyday language, don't you? And yet when you get a pen into your hand, and start re-writing your agency's copy, you get tongue tied; inflated, like a balloon, with your feet off the ground; artificial, unnatural, unpersuasive.

What is the underlying cause of the success of your business? Isn't it the personality of the founder, or the president, or the directors—or that vague thing, the personality of the business itself? Then why do you destroy personality in your advertising? Why start writing like a schoolboy writing his first stilted letter home?

There is such a thing as a touch of genius, a spark of personality which will put a thing over with the public. Beware lest you stamp on that spark which can fire the imagination of millions, to your profit.

And to the copy writer, what shall we say? Let us recognize him first as an artist. Let us rank him with the architect, who produces so many works of imperishable beauty. Let us remind him that the architect has to heave himself up to the heights of Olympus through a ponderous mass; fool ideas on the client's part; the insistence of certain materials to shape up in certain ways; the soul destroying burdens of infinite calculations; the necessity of grouping the plumbing as close together as possible, when the client wants the kitchen next to the dining-room, and the master's bedroom the other end of the house; the obstreperous demands of rooms to have some way of getting in to them—and so on.

There is an easy way to overcome these handicaps. Browse around in them; soak them up before ever you start having brilliant ideas; accept them as the platform on which you must stand to sing your song. When they have become a part of you, then climb on to a Fifth Avenue bus and start dreaming your dreams; saddle Pegasus, stride the lute, and strum the gay pantechicon.

"You mustn't say that," says the client. All right. That avenue is

closed. But is there any obstructionist in the world so capable that he can close all the avenues from the artist's soul? Will there not be one wee crack through which your fancy may streak, and your personality express itself?

Cage the nightingale; rob her of her sky; yet she will find still some way to charm our ears and make our hearts soft.

Southwestern Bell Telephone Advances Douglas Williams

Douglas Williams, advertising manager of the Southwestern Bell Telephone Company, St. Louis, has been promoted to the position of general advertising manager of the company, with supervision over telephone activities in the five States which cover the territory served by the system. These States include Missouri, Kansas, Texas, Arkansas and Oklahoma.

Hale Nelson, assistant advertising manager of the company, succeeds Mr. Williams as advertising manager.

Elected Vice-President, McCormick & Company

C. P. McCormick has been elected vice-president of McCormick & Company, Baltimore, Bee Brand and Banquet package products, to succeed the late Richard H. Bond, who had been in charge of this company's sales force as well as its legislative department. C. L. Fardwell has been appointed general sales manager and Joseph N. Murdock manager of the flavoring extracts sales department.

Mack Trucks Report Net Profit

Mack Trucks, Inc., New York, for the quarter ended September 30, reports a net profit of \$1,622,391, after charges, against \$2,084,383 in the preceding quarter and \$1,425,853, in the third quarter of last year. Net profit for the first nine months of the year totaled \$4,452,446.

Jesse Loeb with "U. S. Air Services"

Jesse Loeb, recently assistant advertising manager of the Philadelphia Daily News, has been appointed advertising manager of U. S. Air Services, Washington, D. C. He was at one time with the New York Herald Tribune.

Appoint Edward House

Middleton, Worthington & Company, Inc., Cleveland investment house, and The First Trust and Savings Bank, Akron, Ohio, have placed their advertising accounts with Edward House, Cleveland, financial advertising.



MRS. JACOB BAUR
..... says

"I do not know of
an easier way for a
busy person to keep
up with the times,
than to read Arthur
Brisbane every morn-
ing in the Chicago
Herald and Examiner."

To cover this market it
is important that adver-
tisers reach the 423,623
families daily and the
1,077,389 families
Sunday who read the

**CHICAGO
HERALD AND
EXAMINER**



National Advertising Manager J. T. McGilveran

Euclid M. Covington
295 Madison Ave., New York

T. C. Hoffmeyer
625 Hearst Bldg., San Francisco

Member of The Audit Bureau of Circulations

ONE OF THE 25 HEARST NEWSPAPERS READ BY MORE THAN 28,000,000 PEOPLE



Mrs. Jacob Baur
Lawyer, financier, politician
and social leader. Probably
Chicago's "most versatile
woman citizen."



- ... in public esteem and interest!
- ... in quality, enterprise and accuracy!
- ... in coverage of every income group!
- ... in the minds of over 600,000

New York families who read it each day

MEASURED by any yardstick of comparison you may care to apply . . . this great home-going newspaper, the New York Evening Journal, is BIG.

Back of its greatness in numbers (the Evening Journal is the largest evening newspaper in America), lie principles so sound, so constructive, so essentially big that they are reflected in its every page.

Numbered among the hundreds of thousands who read it are people residing in every section of New York and its wealthy suburbs . . .

these are people engaged in every field of professional and business activity.

Because the keenest newspaper-minded intellects in America contribute to its columns, the character and quality of its content excels. Because of its news personnel (the Evening Journal has the largest and highest paid local news staff in New York), it is big in news-gathering enterprise.

The New York Evening Journal is so big in the things that are the life-blood of a metropolitan home-going newspaper that . . . year after year . . . it continues to meet every exacting demand of public esteem. That is why it continues to produce big and still bigger sales volume of both average and the finest type of merchandise featured by its advertisers.

NEW YORK EVENING JOURNAL

*One of the 28 HEARST NEWSPAPERS read
by more than twenty million people*

CHICAGO:

Hearst
Building

DETROIT:

Book Tower
Building

NEW YORK:

9 East
40th Street

ROCHESTER:

Temple
Building

BOSTON:

5 Winthrop
Square

Member of International News Service and Universal Service

Member of Audit Bureau of Circulations

WITH October showing a 72% increase in the volume of foreign automotive exports, and with an average increase of 27% for the first nine months of the year, plus the record breaking production and sale of motor cars for American requirements, Detroit, to say the least, should be prosperous.



IT is. For Detroit is the automotive industry, although it is a world leader in some twenty other industries as well, with over three thousand manufacturing plants.

THE Detroit Free Press reaches almost to a man the executives and minor executives in these huge industries that are today making history.



BESIDES, its coverage of the free-spending, English speaking districts of Detroit of three out of every four homes, presents a definite sales making opportunity for both the luxuries and the necessities of living.

The Detroit Free Press

VERREE &

National

New York

Chicago



CONKLIN, INC.

Representatives

Detroit

San Francisco

How Cluett-Peabody Meets a Competitive Condition

Collar Manufacturer Issues Booklet to Help Stem the Tide of Soft Collar Popularity

"BLACK YOUR BOOTS." — BRUCE BARTON

"YOU have read a great deal about how a man can change his environment: Have you ever stopped to think how tremendously the environment can change the man?

"Hypnotize a man, dirty his face and hands, and dress him in ragged clothes. What happens?

"Instinctively he slouches; his actions become furtive, slovenly. His soul takes on the color of his hands.

"Dress him in a soldier's uniform, and with no other suggestions his shoulders straighten.

"Dress him like a gentleman, and his every movement betrays an increased self-respect.

"If you want to lift yourself out of the mud—Black your boots."

* * *

Mr. Barton wrote that some years ago.

Boots are important. But not so important as they were in the days when they had straps, that men could pull themselves up by.

Bootstraps are out. And men with their heads up are looking other men in the eyes—not in the bootlaces.

So it's pretty certain that if Bruce Barton were bringing that common-sense editorial up to date he would revise it to read:

"If you want a man to feel as he looks, and look as well as he feels, get him into a starched collar."

Not for the sake of the starch trust, nor the laundries, nor the worthy collar factories in Troy, but for the man's own sake.

For his earning power (as Mr. Barton suggested) depends on his state of mind. And his collar definitely affects his state of mind.

* * *

How?

Listen to the instructions of the sales manager of the livest, most experienced, and most expert sales staff in America—his instructions to his men:

"There is an old saying that clothes make the man. While I have never subscribed to that completely, I am positive that no man can succeed as a salesman today who is not scrupulously careful of his personal appearance.

"His dress must be plain and unobtrusive, carefully brushed, well made and properly

pressed. His collar must always be clean, and his tie should never be frayed.

"Without attempting to dictate, it is worth remarking that a man not only makes a better impression in the right style of starched collar, but feels more definitely self-respecting. He probably makes the better impression not only because he looks physically neater, but because he knows he looks so.

"His boots should be kept shining, his heels should never be allowed to turn over. The face

Every manufacturer has to meet a problem that is akin to that of the Cluett-Peabody Company. The sale of its Arrow collars has been affected by the popularity of soft collars, which have been widely adopted for business wear. Formerly soft collars were considered to be an article of apparel for sports wear only. Cluett-Peabody has issued a booklet, here reproduced, for the purpose of combating the competition of the soft collar.

It is the sort of competition that is difficult to meet successfully. The ice industry is finding that out. But it can be met, as the talking-machine makers discovered after radio made inroads upon their business. How Cluett-Peabody is approaching its particular problem is of general interest.

should always be cleanly shaved, the hair properly trimmed, and the teeth kept in good order. The first impression a man makes usually decides the interview."

And he adds:

"Salesmanship today is a matter of creating confidence and respect. First of all, in the salesman who brings the message of the goods or services that are being presented. . . ."

* * *

Of course, this sort of counsel, sensible as it is, needn't make every salesman rush out and sink a fortune in fancy finery.

But he can start "pointing up" so easily. Take the collar again—

A lot of fellows (influenced by the war, and by college styles) get away with sloppiness under the guise of fancied "comfort." Comfort is the alibi of laziness. A man's clothes should look comfortable; his good-dress should be accomplished without apparent effort. But the chap who belittles the importance of the looks of his collar has never realized how big a little mud-splash can loom on the point of that collar!

Some smart writer once said: "A collar is like the piano in an orchestra; if it's right, you can't hear it; if it's wrong, you can't hear anything else."

A collar that wrinkles or gaps, a collar whose points go astray, or a collar that is comfortable even after it has frayed, will completely and instantly wreck the looks of a man in a \$90 suit, a \$10 hat, a \$4 scarf, and a \$15 pair of shoes.

Somehow, a starched collar never wrecks a man's looks. And a starched collar (in the right style for his face) has put a higher value on many a man's suit and hat and tie and shirt.

* * *

A man's collar is the key to his style, as other men appraise him.

Put a high-school lad into a West Point uniform, and watch his shoulders snap back, his chin and stomach retreat, and his head sit up. No one had to tell him to snap into it—the clothes did it. He feels the part.

Put starch in a man's collar and you put unconscious starch in his soul. Nobody knows why. Nobody denies it.

Take a man out of a starched collar, and tell him to go on in business in a sports collar. Not only does there come a faint attitude of uncertainty among his associates, his prospects, and his customers, but he finds himself letting down in other little details of his appearance. Disregard the fact that in a sports-type collar he is inappropriately dressed for business—and realize that the serious phase of the matter is that, subconsciously, that man is tunneling under his own morale.

The Britisher is a strange chap to many of us. Yet he has sense. It is said that in the farthest posts of the British empire, resident agents, living in tropical cabins, working all day among ill-clad natives, come in at nightfall and get into starch and dinner coats for their solitary evening meal, as though they were back in London. Why? Not to impress the native cook, certainly. Not to admire themselves in pier-glasses, for tropical cabins have few lofty mirrors. Not to pretend, but to keep up the old morale—to relax in body and in mind, to feel normal and content even half-way round the earth from home, but never to relax an inch in the habit of dress that so subtly insures their sense of self-respect.

Recently three great magazines of business interviewed the foremost executives in America—a hundred men at the top of their successful companies. "What sort of collars do you advise your staff to wear?" was one of the questions asked.

The answers varied greatly in expression, for these men are strong individualists. But in substance, here is a true composite of the answers, with hardly an exception:

"We don't care what our people wear so long as they are neat. Neatness we insist upon, and cleanliness. Personally I prefer, and always wear, a starched collar, except of course for sport. I do not

"Daylight" CIRCULATION

INDIANAPOLIS NEWS advertisers are never "in the dark" as to the audience their messages reach.

The NEWS is the only Indianapolis newspaper that maintains a complete file of the names and addresses of its home-delivered city circulation—a list which includes approximately 94% of the total NEWS' city circulation.

Moreover, The NEWS is the only Indianapolis newspaper to publish each month a day-by-day statement of its circulation for the previous month. . . . In the December 1st issue of The NEWS appeared the day-by-day circulation for November, which showed a daily average net paid circulation of 138,515—a gain of 9,224 over November, 1927.



The INDIANAPOLIS NEWS
sells The Indianapolis Radius

DON BRIDGE, Advertising Manager

New York: DAN A. CARROLL
110 East 42nd St.

Chicago: J. E. LUTZ
The Tower Bldg.

INDIANA'S GREATEST NEWSPAPER — STEADILY GROWING

inflict my preference on my company. I have observed that most of the responsible people with us share my preference. It is impertinent to lay down rules; a man who needs rules to make him dress cleanly needs more than dress to make him work right."

One man wrote, "I am not convinced that putting a starched collar on a man's neck necessarily puts any starch into him above the collar line. I happen to wear starch because it's frankly more comfortable to me."

* * *

"Neatness. Neatness everywhere. Neatness as proof of cleanliness. A neat man is apt to do a neat job; a clean man is the man to do business with. That is the line of reasoning that American business follows today. Neatness is the first requirement after honesty. The man who denies himself neatness deliberately defies the trend of the times, and invites persistent criticism. He will actually hear little of it—but it will be thought of him, and talked behind him, and steadily it will gnaw at his progress.

"Black your boots—watch your collar—starch your morale." It involves so little investment—and the reward is great.

A. J. Slomanson, Vice-President, Littlehale Agency

Albert J. Slomanson, recently vice-president of the C. J. Oliphant Advertising Agency, Inc., New York, has been elected vice-president of the Littlehale Advertising Agency, Inc., of that city, in charge of the agency's architectural and industrial advertising department.

Trunk Account to Cincinnati Agency

The Mendell-Drucker Company, Cincinnati, manufacturer of Mendel Trunx, has placed its advertising account with The Procter & Collier Company, Cincinnati advertising agency.

W. F. Moran with "Hardware Dealers' Magazine"

W. F. Moran, formerly representing the Barron G. Collier Merchandising Service, has joined the merchandising service staff of the *Hardware Dealers' Magazine*, New York.

From an Observer on the Side-Lines of the "Sweets War"

NEW YORK

Editor of PRINTERS' INK:

In your article in the November 22 PRINTERS' INK—"Lucky Strike and the Candy Industry Mobilize for Battle"—I read with interest "competition, in previous advertising campaigns, has been mostly within an industry or between two or more companies in competing industries, but here we see one company pitted against an entire industry."

Perhaps some morning when we pick up our favorite newspaper we may see a page advertisement, "Men, don't buy hats, buy more shoes. Join the hatless brigade. Give your hair a chance. Make your scalp healthy. Follow the oldest rule of health—keep your feet warm, keep your head cool. Buy an extra pair of Masculine Shoes. Look well, be up to date. Don't bother with hats. The mark of the well-dressed man begins with his shoes. MASCULINE SHOE COMPANY."

I hope I'm not starting anything.

OBSERVER ON THE SIDE-LINES.

T. A. McMillan with S. H. George & Sons

T. A. McMillan has resigned as advertising manager of the Knoxville, Tenn., *News-Sentinel*, to become sales promotion manager and advertising manager of S. H. George & Sons, Knoxville department store.

P. J. Giffen Joins Edmonton, Alta., "Journal"

Perry J. Giffen, recently in charge of national advertising for the Toronto, Ont., *Star Weekly*, has become business manager of the Edmonton, Alta., *Journal*. He was, at one time, with the Hamilton, Ont., *Herald*.

New Account with Jerome B. Gray

The A. M. Collins Manufacturing Company, Philadelphia, manufacturer of printing papers, has placed its advertising account with Jerome B. Gray, advertising, of that city. Business publications will be used.

Now with Sanders & Melsheimer Engraving Company

George Leonard Shultz has resigned as vice-president of the Graphic Art Studio Inc., St. Louis, to become art director of the Sanders & Melsheimer Engraving Company, of that city.

Joins Geyer Agency

George Smedal, formerly with the Minneapolis *Tribune* for four years, has joined the staff of The Geyer Company, Dayton, Ohio, advertising agency. He was, at one time, with the Sioux City, Iowa, *Tribune*.

THE TROUBLE
WITH SOME

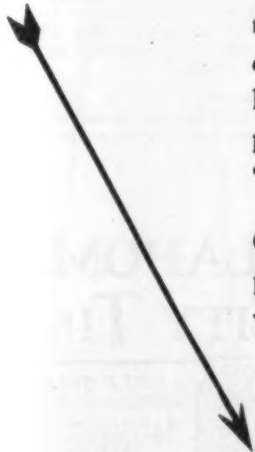
DIRECT ADVERTISING



IS THAT IT'S JUST PRINTING
AND NOT SELLING!

Sometimes it is nice printing,
too. But putting a fine suit of
clothes on a man doesn't endow
him with brains, and even of
printing may be said that it is
"beautiful but dumb."

Our direct advertising is
planned with just one idea in
view;—to sell the consumer.



CHARLES FRANCIS PRESS
461 EIGHTH AVENUE
PRINTING CRAFTS BUILDING
NEW YORK

THERE SHE BLOWS!

*A new well of wealth gushes
Gold for Oklahoma City*

**Actual Photo taken after
the big Trosper well
blew in with 5,000 barrels daily**

Oklahoma City has her first oil field! The Oklahoma City well, Number One, at Trosper Park, blew in December 4 with a flow of 5,000 barrels of oil daily! This gusher brings with it a new deluge of prosperity to Oklahoma City. Within sixty days sixty wells will be down in the Trosper Field, the development of which assures Oklahoma City of a gas and oil field of the first magnitude, located only seven miles from the heart of the city's business district.

Oklahoma City's sun of prosperity has risen on a new day. New factories, offices and businesses are flowing into the city in a steadily swelling stream. Building is moving forward with merry momentum. Oklahoma City is facing a new era of development and progress that will easily overshadow every previous accomplishment. A population increase of from 25,000 to 40,000 in twelve months is assured.

YOU can share in this increasing wealth and prosperity. An adequate schedule in the Oklahoman and Times, which thoroughly and alone cover Oklahoma City and its market, will secure record-breaking sales volumes in Oklahoma for the advertisers.

INVESTIGATE:

The DAILY OKLAHOMAN OKLAHOMA CITY TIMES

*Thoroughly and alone
cover the Oklahoma
City Market*



**E.KATZ SPECIAL
ADVERTISING AGENCY**
New York • Chicago • Detroit
Kansas City • Atlanta
San Francisco

***The* OKLAHOMA PUBLISHING COMPANY**

The OKLAHOMA FARMER-STOCKMAN—WKY-1000 Watts, 900 Kc.

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What did They haul back?

All records were broken at the South St. Paul stockyards when in one day 503 truckloads of live-stock were received. This is 30 loads more than the 1927 one-day record.

These were sold by Minnesota and Wisconsin farmers. They represent shipments of a single day to just one market.

More than 6,000 animals sold! What merchandise did these well-paid farmers put into the trucks for the trip home or what did they purchase after they returned? When they spent this livestock money did they know your brand?

Had they read your story frequently repeated in the Northwest's only weekly farm paper?

THE FARMER
Wells Publishing Co. Saint Paul, Minnesota
The Northwest's Only Weekly Farm Paper

Standard Farm Papers, Inc.,
 307 No. Michigan Ave.,
 Chicago, Ill.



Wallace O. Richardson, Inc.,
 260 Park Avenue,
 New York

A Northwestern Institution Since 1882

Member Standard Farm Paper Unit

What Makes a Successful Selling Organization?

A Successful Selling Organization's Answer to This Question

As Told to C. B. Larrabee by

Norman L. Stevens

General Sales Manager, The William L. Gilbert Clock Company

[Established in 1807, the William L. Gilbert Clock Company for more than 120 years has been manufacturing clocks on the same site in a narrow valley in the Connecticut Berkshires at Winsted. It has sold millions of clocks, ranging in size and quality from the annoying alarm clock to the deep-toned grandfather's clock.

A few years ago, Gilbert decided to go out and lead the clock field not only from the standpoint of quality, but from the standpoint of design. Norman F. Thompson, Jr. was called into the company and made president. He made a great many changes which were outlined in "When Consumer Acceptance Becomes Too Casual," in *PRINTERS' INK MONTHLY*, November, 1927.

The Gilbert Clock Company immediately began to come to the front and during 1927 achieved an excellent sales record, running into seven figures. However, during 1928 this record has been greatly increased.

Obviously there is something besides mere luck or the general prosperity of the country behind such an unusual gain. When I asked Norman L. Stevens, sales manager of the company, how his sales force had achieved its unusual success, he pointed out that selling is merely a part of a general policy, that a successful sales organization is in part a reflection of the organization and methods behind it.

He suggested that any interview on the subject of the company's success take a trend of "What makes a successful selling organization?" The following article, therefore, represents a sales manager's answer to that question.

—C. B. L.]

WHEN a sales department builds up an unusual sales volume the executive in charge of that department is usually asked a number of questions concerning the reason why his salesmen have been able to build their volume. The questions, as a rule, usually take the trend of "Where do you get your salesmen?" "What unusual methods do you use to get the most out of your salesmen?" "What are the largest factors in controlling salesmen?" and other queries of this nature. Queries of this kind show a basic lack of appreciation of some of the biggest things behind a successful sales or-

ganization. Therefore, when I am asked "What makes a successful sales organization?" my answers do not follow the usual orthodox lines.

To be sure, certain problems of what we call sales management have a great deal to do with rolling up any sizable sales volume but sales success is quite impossible without the presence of certain very important things.

In answering the question, "What makes a successful selling organization?" which is put to me because of the record now being made by the William L. Gilbert Clock Company, I am going to take up in more or less detail some of the things which have made this success possible. They are so closely bound together and related and inter-related that it is not always possible to place them in logical order and, therefore, their arrangement in this article does not necessarily mean that they rank as placed.

If there is any one thought that is more important than any other in considering the work of any sales department, I believe that that thought should be the dependence of the department upon factors which on the surface seem quite unrelated to selling. Certainly the 1928 record of our company can be understood only after an examination of such things as production, design, advertising, and other things which I shall discuss.

First, of course, comes the factory itself. Despite the fact that our plant stands on the same site that was chosen by the founders of the company more than 120 years ago, despite the fact that in appearance it is the typical New England mill, it has been one of the important factors in sales success.



GILBERT CLOCK SALESMEN ARE GIVEN AN OPPORTUNITY TO TELL WHAT THEY THINK OF THE LINE AT SALES MEETINGS. THE IMPORTANCE OF A SPIRIT OF FRIENDLINESS AND CO-OPERATION AMONG SALESMEN IS EMPHASIZED BY THE COMPANY

In order to give the proper support to a successful selling organization the factory should be flexible enough to adapt itself to production changes and the machinery should be of a type to turn out fine work in quantity lots. Also, the management of the factory and producing end must also be flexible and independent at the same time. The general works manager and the factory superintendent must not be considered as such but must be considered as part of the sales organization.

Fifteen years ago, C. E. Williams, now general manager of the William L. Gilbert Clock Company, started to lay plans for his organization and he built up the quality of which we are now proud. It was his idea that the factory and sales force should be one. This made it comparatively easy when our color line was brought on the market, as our factory superintendent, O. G. Williams, was immediately placed on the road and visited the trade in an effort to obtain first-hand information as to what should be manufactured by the factory. This not only keeps up the quality but creates a definite interest. Mr. Williams' duties on the road were the same as any ordinary salesman and it was necessary for him to

handle complaints and sell orders in the usual way. By using this method of obtaining information, our factory executives know the sales problem and are therefore able to overcome it.

The making of a clock is in many ways a delicate operation, but modern machinery and modern methods have made it possible to bring the old spirit of craftsmanship into the present-day production problems, and here at Winsted we have not lost sight of the old New England spirit of quality manufacturing. In fact, I should place the ability to turn out quality merchandise in the front ranks in any discussion of what a factory should be.

The next factor in selling success is the organization of which the sales department is a part. There must be co-ordination of effort among all the departments in the company and there must be the proper allotment of responsibility among executive department heads. More than one sales department has gone on the rocks during the conflict between the sales manager and the production manager, and many another sales department is not functioning as it should because of a lack of sympathy among the heads of the various departments which make up

**SOME
SALES-
MANAGERS
ARE
DOING
THIS**



*but you don't
need a magnifying glass
to find this market!*

BUSINESS papers are filled with plenty of proof that the frenzy of sales effort seeking greater volume doesn't always produce more net profit. Figuratively speaking, some sales managers are using the magnifying glass to find markets. But you don't need a magnifying glass to find this market! There's new business waiting in busy Jacksonville for the manufacturer who has something wage-earners need. And there is an economical, effective way to create business in this market with a \$30,000,000 annual payroll—through consistent advertising in The Florida Times-Union. Direct coverage of 27,000 families in Jacksonville, and reader coverage in a large section of Florida besides. We'll be glad to send facts.

The Florida Times-Union

JACKSONVILLE, FLA.

Represented nationally by
REYNOLDS-FITZGERALD, Inc.
(Formerly Benjamin & Kentnor Company)

New York	2 West 45th Street	Philadelphia	1524 Chestnut Street
Chicago	209 N. Wabash Avenue	Los Angeles	117 West 9th Street
	San Francisco		58 Sutter Street

the organization. Our 1928 record would not have been possible without our peculiar kind of intermingled independence and dependency which is the pride of every executive of the company.

Obviously, the product must be salable, but too often it stops at that point. When the new management took over the affairs of the company several years ago, the Gilbert line was suffering from two handicaps. In the first place, the line had been allowed to get a little behind the style demand of the consumer. We were making a good clock but in competition with other clocks it was not distinctive. The second handicap was the fact that among jewelers particularly, the company had a reputation for making merchandise which belonged in the lower-priced classes. The first effort of the new management, therefore, was to redesign the line and of this I will speak in a moment. The second effort was to step up the quality of the product; that is to make a better product to be sold at a higher price.

For instance, for years we had sold thousands of cheap alarm clocks. These had come to be considered as overhead items and actually there was very little profit in this business. Certainly the prestige of the company was not helped any by the fact that its name was going out on the dial of the old-fashioned overhead bell type of clock.

Our policy for the last few years has been devoted to building an acceptance for the name of Gilbert as a manufacturer of quality clocks.

This meant that many things had to be done. In the first place, we gradually have had to let the cheap alarm clock business drift away, but in doing so we did not go out of the alarm clock business. Today we are making a product of this type which will sell for

around \$5 retail, whereas the old type of clock sold for around \$1 and often less. Our new alarm clock is a well-designed piece of merchandise which will look well on the shelf of any room in the house. Properly used, it should



**Just a Dash of Color
and the Whole Room Changes**

MODERN life is vibrant with color. In clothes, accessories, home furnishings, even in architecture. Many modern and classic in price that are moderate. If your favorite store does not have them, write us.

Now come color clocks by GILBERT. Correct in design, in period designs and colorkeeping accuracy, yet dressed in soft-toned hues to blend with color schemes of the day.

Gilbert
1807

Remember, when you buy a Gilbert clock, you get a free color card. Write for yours today. 22-31

GILBERT USES COUPONS IN ITS CONSUMER ADVERTISING BUT IT WANTS MORE THAN JUST INQUIRIES —IT WANTS INQUIRIES WITH CHECKS

outlast a dozen of the old type of alarm clock.

Another thing that we did with alarm clocks was to get out a line in color so that they would harmonize with the fittings in the modern kitchen or the modern bedroom. We also invented a device by which the alarm clock could be hung from the wall in the kitchen.

In our general line of clocks we have tried to make the best movement that it is possible to make. We have introduced a number of improvements which make for greater durability, greater accuracy, and greater ease when it becomes necessary to make repairs. While

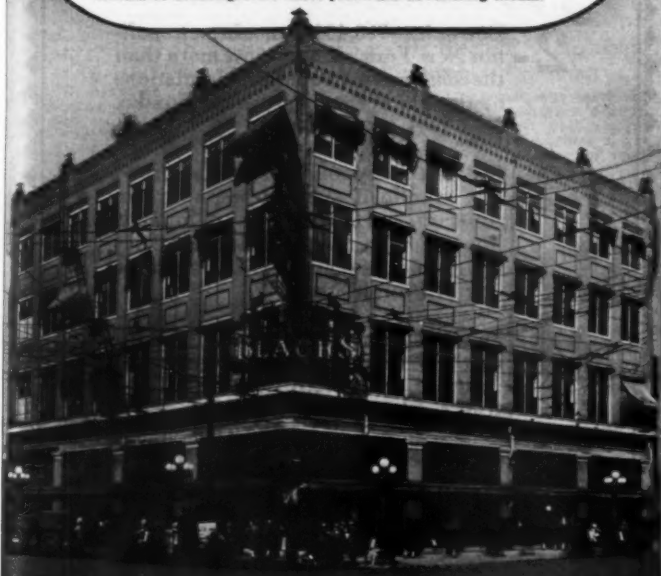
(Continued on page 175)

Advertising in the Birmingham Market

Newspaper advertisers in Birmingham and North Alabama depend on **The Birmingham News and Age-Herald** to carry their message. During the first nine months of 1928, 79.5% of all local newspaper advertising carried in Birmingham appeared in these papers. The major classifications were run as follows:

Department Stores - -	86%	Women's Wear - - -	82.6%
Men's Wear - - -	81%	Financial - - - -	77.3%
Shoe Stores - - -	81%	Foods - - - - -	78.5%
Radio - - - - -	-87.9%		

Local advertising is an indicator for National Advertisers—and the indicator in Birmingham is pointing to **The Birmingham News and Age-Herald** as Birmingham's most profitable advertising media.



The Birmingham News

AND AGE-HERALD

The South's Greatest Newspaper

MORNING

EVENING

SUNDAY

National Representatives
KELLY-SMITH COMPANY
New York—Chicago—Boston—Philadelphia—Atlanta

The Big, All-Day Sunday American Offers You:

- 1-** A total circulation of 1,102,216, which represents the most remarkable advertising investment in America!
 - 2-** Entree into 760,404 homes in *metropolitan* New York alone,—66% more than the combined metropolitan circulations of the 3 other standard sized Sunday New York newspapers!
 - 3-** Greatest *metropolitan* circulation of any standard sized newspapers in America, morning, evening or Sunday. More *families* than in Chicago. Nearly *three times* as many families as in the city of Detroit!
 - 4-** In Westchester, Suffolk and Nassau, the three wealthiest buying counties in America, the *Sunday New York American* reaches:
 - 64% more homes than The Sunday Times!
 - 88% more homes than The Sunday Herald Tribune!
 - 143% more homes than The Sunday World—!
-

The SUNDAY NEW YORK AMERICAN

**The Only New York Newspaper with a *Style*
and *Personality* Definitely Its Own!**

Lumber Industry Votes \$1,000,000 Advertising Budget

At their meeting in Chicago last week the directors and trade extension committee of the National Lumber Manufacturers' Association voted a budget of \$1,000,000 for advertising and research in 1929. T. M. Knappen, advertising manager of the association, and Frederick O. Perkins, of the J. Walter Thompson Company, Inc., explained the progress that has been made in this co-operative campaign to date. In addition to demonstrating the desirability of lumber as a construction material, the campaign aims to make the public conscious of the fact that the industry is prepared to deliver lumber marked as to grade and identified by a national trademark and carrying the money-back guarantee of the National Lumber Manufacturers' Association.

E. W. Clements with Bowers Agency

Earl W. Clements, formerly with the Chicago office of Erwin, Wasely & Company, and more recently with W. E. Long, Advertising, of that city, has joined the Thomas M. Bowers Advertising Agency, also of Chicago. He is in charge of the production and space departments.

Glove Account to Quinlan Agency

The C. D. Osborn Company, Chicago, maker of Osborn's gloves for men, has appointed The Quinlan Company, advertising agency of that city, to direct its advertising account. This appointment is effective January 1.

Peter Hamilton with Omaha "Bee-News"

Peter Hamilton, recently advertising director of the Milwaukee *Wisconsin News*, has been made associate publisher of the Omaha *Bee-News*. He was formerly with the Oklahoma City *Oklahoma News*.

Reid, Murdock Appoints Mason Warner Agency

Reid, Murdock & Company, Chicago, Monarch brand food products, has appointed the Mason Warner Company, Inc., Chicago advertising agency, to direct its advertising account, effective January 1.

Hil F. Best with Tucson, Ariz., "Citizen"

Hil F. Best, recently Eastern manager of M. C. Mogenssen & Company, Inc., publishers' representative, has been made manager of the Tucson, Ariz., *Citizen*.

Goes All the Way with Mr. Calkins

AUSTIN F. BEMENT INCORPORATED
DETROIT, DEC. 4, 1928.

Editor of PRINTERS' INK:

I have just found the opportunity to read the article by E. E. Calkins in your issue of November 22, headed—"Are We Desecrating Literature to Sell a Vanishing Cream?"

This is very interesting. The only comment I have to make is that I agree with Mr. Calkins 100 per cent.

I don't know who Mary Sylvester Cline is, but evidently she is writing at space rates and merely seeking an interesting theme for her own copy.

Mr. Calkins has so admirably expressed my own viewpoint, and what I believe is the viewpoint of every advertising man I know, that he leaves nothing further for me to say.

A. F. BEMENT.

Sara H. Birchall, Promotion Manager, Condé Nast

Miss Sara H. Birchall, who has been connected with the promotion department of The Condé Nast Publications, New York, in various capacities since 1916, has been made manager of that department to which she will henceforth devote all of her time. For the last few years she has also been doing free lance copy work.

New Accounts for Atlanta Agency

The Glen Saint Mary Nurseries Company, citrus division, and the McMullen Aircraft Company, both of Tampa, Fla., have appointed Gottschaldt-Humphrey, Inc., Atlanta, Ga., advertising agency, to direct their advertising accounts. Newspapers and magazines will be used for both accounts.

Red Top Post Appoints McKee

The Red Top Steel Post Company, Chicago, maker of "Red Top" steel fence posts, has appointed the Homer McKee Company, Inc., of Illinois, to direct its advertising account. Farm papers will be used.

Appoints Utica Agency

The Alderman Fairchild Company, Rochester, N. Y., has appointed Moser & Cotins, Utica, N. Y., advertising agency, to direct its advertising on modern packaging, containers and off-set lithography.

Chase Candy Account to Racine, Wis., Agency

The Chase Candy Company, of St. Joseph, Mo., has placed its advertising account with the Western Advertising Agency, Inc., Racine, Wis.

How a Watch Manufacturer Follows Up Each Dealer Sale

Two Letters Are Sent to Every New Ollendorff Watch Owner—One When He Buys, the Other Six Months Later

A NEW plus service is being offered to retail distributors by I. Ollendorff Company, Inc., of New York, manufacturer of Ollendorff watches, in the form of personal follow-up letters. It is called a "plus" service because it is performed long after the consumer's dollar has been banked.

When a jeweler sells an Ollendorff watch, he writes his customer's name and address down on a special requisition form and mails the requisition to the Ollendorff home office. The following letter, signed by Herbert Ollendorff, the president, is then sent immediately to the purchaser:

We are pleased to learn from Smith Bros. that you have purchased an Ollendorff Watch which we trust is giving you entire satisfaction.

For your information, we enclose a copy of our Certificate of Guarantee. Should you ever have any difficulty with your Ollendorff either through accident or any other cause, it will be remedied promptly by Smith Bros.

If you have moved, or for any other reason it is not convenient for you to take it back to them, send it to us and we will service it. Any work necessary on account of defective material or workmanship will be done free of charge. Hoping that your Ollendorff will be a lasting source of pleasure and satisfaction to the wearer, we are, etc.

Six months later, the owner of the watch receives another pleasant reminder that his transaction did not end with the payment of his money:

Six months ago you purchased an Ollendorff from Smith Bros. We trust that you have enjoyed six months of good service from it since then.

To insure your Ollendorff giving you continued satisfaction, we would suggest your taking it back to them for inspection.

Just as a motor car needs to have the old oil cleaned out and replaced with fresh oil every so many miles, so also, should a watch have the old oil cleaned out and fresh oil supplied every six months.

Re-oiling or the removal of dust or grit from the movement at regular intervals will insure the watch against wearing out ahead of time and will also guarantee many additional years of service and satisfaction.

Naturally, the customer's reaction is one of good-will, both toward Ollendorff and the store from which the watch was purchased. But even more important, Ollendorff statistics prove that retailers are showing their appreciation of this new sales impetus by increasing their efforts to sell the line.

The success of this unique plan has been proved in two ways—by the number of names which have reached the Ollendorff office, and by the increase in business as traced in the preceding paragraph. Since the plan's inception—some six weeks ago—sales manager Donald Payne asserts that more than 1,500 names have been received, and that sales are far beyond 1927.

These follow-up letters are also being used to attract new distributors. A jeweler who does not carry Ollendorff watches receives the following letter, attached to the two already quoted:

When you sell an Ollendorff Watch to a customer, another phase of Ollendorff service begins.

Every time you make a sale, you give us the name and address of your customer and Letter Number 1 (attached) is sent to him or her. You will note that this letter makes prominent mention of your store, and that it is personally signed by Mr. Herbert Ollendorff, President of the Company.

Six months later, a second letter (Number 2 attached) is sent to your customer. The purpose of this letter is to bring the customer back into your store and insure continued satisfaction in the Ollendorff Watch.

In these days of "circus" selling, it is vitally necessary for the reputable merchant and the reputable manufacturer to join hands in building good-will for both.

These letters are only part of the service we are constantly giving our customers. We know that as a progressive merchant, you are always appreciative of real sales building assistance and we want you to know that Ollendorff service begins with your first order, and never stops.

A few days later, the Ollendorff salesman calls upon the prospect to find that a good deal of missionary work has already been accomplished.

Getting the Industrial Field to Accept a New Idea

How the Pioneer Motor Truck Mounted Crane Ran Past the Red Lights of Sales Resistance

By Lewis C. Randolph

DURING the last few years, observant persons in many of our towns and cities, certainly in most of the larger cities, have occasionally observed an unusual type of crane which travels about the streets like a motor truck. In winter, it may be seen loading snow into trucks. At other times, handling pipe, erecting steel, or digging trenches. In New York and Philadelphia, many of them have been noticed on subway work; in Cleveland, on the great new Union Terminal. Some, no doubt, even go as far as to read the name that is on them: Universal Crane.

Ten years ago, this motor truck mounted crane was a brand new idea in the world, and little does the man in the street know where that idea came from or how much man-power was required to force its acceptance.

The novel idea of mounting a crane on a motor truck originated in that caldron of revolutionary, upsetting and dislocating notions—the World War. In battling to make the world safe for democracy, our army in France requisitioned 100 motor truck mounted cranes. When the U. S. Government asked for bids on this type of crane it was discovered that no one manufactured such a unit in this country. Substitute cranes were then purchased.

An organization of experienced crane builders in Cleveland began to play with the idea. The more they considered it, the firmer became their conviction that here was something that had interesting pos-

sibilities. A powerful crane that could travel as fast as a motor truck and go anywhere a truck could go, should, because of its extraordinary mobility, have a tremendous advantage over all existing types of crane. By traveling from job to job at motor truck

On the Philadelphia Subway



A LARGE NUMBER OF SALES OF UNIVERSAL TRUCK CRANES HAVE BEEN TRACED DIRECTLY TO THE COMPANY'S BUSINESS-PAPER ADVERTISING

speed, such a unit could extend the field of operations of a crane to an unheard of degree.

So the Universal Crane Company was founded in 1918 by a body of men who had had about twenty years' crane building experience, for the purpose of manufacturing motor truck mounted cranes exclusively. They immediately went to work building their

first crane of this type. Before it was finished and completely tested, however, the war came to an end, and with the cessation of hostilities the hope of selling such units to the Government for military purposes vanished.

The founders of the Universal Crane Company had, of course, foreseen this possibility, and in developing the Universal Crane had had their eyes on the construction field, rather than the battlefield, as their real market for the new motor truck crane.

If mankind has ever accepted a new idea without at first stubbornly opposing it, history has failed to record the dubious fact. Consequently, the Universal Motor Truck Crane had, at the start, a hard row to hoe. It was something so radically different from time-honored usage that the construction field not only looked at it askance but couldn't see it at all, so to speak.

Furthermore, the development and use of tanks during the World War had caused great strides to be made in the application of crawler mountings to cranes and shovels. This type of mounting had proved very successful, and was something in the nature of a compromise between the old type of locomotive crane and the advanced motor truck crane. The Universal Crane, therefore, had to buck not only the customary opposition to the new and radically different, but powerful competition in the way of crawler cranes and shovels. These latter had no such speed in traveling from job to job as the motor truck crane, but they were mobile enough to make it very difficult to convince crane users that additional speed was any great advantage in a crane.

And so it was evident to the founders of the Universal Crane Company in 1918 that it would be

no easy task to win a market for the motor truck crane. Nothing daunted, a salesman was sent out to try to sell the first Universal. It was disposed of early in 1919 to the Cleveland Railway Company. The plant was then organized on a production basis, and advertising and sales plans were formulated.

It was clear to the builders of

Expected 500 Yards per Day! Averaged 620 Yards per Day!

CONCRETE AND SPECIFIC ADVERTISING IS BEING
USED—FIGURES OF ACTUAL JOBS ARE FEATURED
IN MANY OF THE ADVERTISEMENTS

the Universal that aggressive sales efforts would be required to force acceptance of this radical departure in crane design. Such determined efforts as were needed could not reasonably be expected from agents and dealers. The company, therefore, decided to maintain its own sales force, with salesmen working out of the home office and the district offices. However, equipment distributors were subsequently added to the sales force as rapidly as acceptance of the truck crane idea warranted.

The advertising was no less in-

More Than
200,000
Daily

Los Angeles Examiner

More Than
440,000
Sunday

"Greatest Salesmen in the West"

5¢ DAILY

DECEMBER 13, 1928

10¢ SUNDAY

"COULDN'T HANDLE CROWDS," SAYS REALTY MAN, AFTER AD

EXPRESSES REGARD

FOR CO-OPERATION

WE draw the following kind words from a communication written by Howard Wood, general manager of the Heffron-McCray-St. John Company, owners and developers of Toluca Lake Park, an exclusive subdivision where people build charming homes beside a lake and a golf-course. The letter was directed to Smith-Lindsey, Inc., creators of Toluca Lake Park advertising.

"It gives me pleasure to compliment your office on the excellent results obtained by our advertising which appeared in the Sport Section of the Los Angeles Examiner on Saturday, November 3.

Co-operation Lauded

"The success of this particular advertising effort was due, in part at least, to the co-operation of the Los Angeles Examiner . . . and we wish that you would extend our thanks to the representatives of the Examiner for their courtesy and co-operation.

"We had an overflow of more people than our sales representatives could adequately care for at Toluca Lake Park the following day. Also, members of our syndicates, who are among the most influential business men of Los Angeles and Hollywood, took pains to call and express their appreciation."

"WHY I READ AND LIKE THE LOS ANGELES EXAMINER."

"I READ The Examiner because I like Arthur Brisbane's column, and the masterly way in which the news is handled. I am devoted to the various departments, more especially that of clubs, which keeps me in touch with what other women's clubs are doing, and is most helpful. But my daily newspaper diet is made up of the things that are occurring through-

out the world and are so cleverly presented in your paper."

Mrs. Oda Faulconer.

Mrs. Oda Faulconer is State Chairman of the American Citizenship Department of the California Federation of Women's Clubs; vice-president of the San Fernando Valley Bar Association; president of the San Fernando Women's Club; past president of the Soroptimist Club of Los Angeles, and a prominent attorney.

One of the 28 HEARST NEWSPAPERS read by more than 20,000,000 people
Member of International News Service and Universal Service
Member of Associated Press

Member of A. B. C.



telligently planned and vigorously prosecuted. All possible markets were first determined upon and the publications to reach these markets selected. The publications used were those that reach the construction field in general, including all its divisions, such as highway and State officials, municipal officials, general contractors, steel erectors and fabricators, railroad engineers, dump truck owners, etc.

Four main ideas were hammered home in the advertising: (1) speed in traveling from job to job, because of the motor truck mounting; (2) the ability of the crane to handle practically every type of work, as its name implied; (3) the high quality and dependable construction of the crane throughout; and (4) the surprising economies made possible by its use.

In the early years of the advertising, the mobility of the crane—its speed in traveling from job to job—was given great prominence. In order to dramatize this feature, one of the cranes was run from Cleveland to Chicago and exhibited there at the Chicago Road Show. Nothing like it had ever been done before. This feat was accordingly sensationalized in the company's advertising.

Operating figures demonstrating the economy and money making possibilities of the Universal were featured in the advertising as rapidly as they could be procured. Actual cases where the crane had replaced from twenty to thirty men on various jobs were cited. Records of Universal owners who were making \$50 to \$100 a day in crane service work were pointed to.

The advertising still continues to be concrete and specific. Figures of actual jobs are given, such as the time it took to do the job, the yardage handled (if excavation) and the profits made. For example, a headline for a recent advertisement reads: "Dug 11 basements in 7 days and earned \$713." A steel job had this headline: "\$7.09 per ton . . . erected." Another advertisement shows a Universal Crane erecting the National Democratic Convention Hall at

Houston, Texas. The headline says it was done at a saving of \$75 a day. The copy tells how the job was completed in ten days—eighteen days ahead of schedule. The next day, it continues, the crane was four miles away, busy digging a 1,400-yd. excavation.

The reader is never permitted to lose sight of the dependable construction of the crane. The following statement is frequently displayed in the advertising: "Universal repair part sales average only \$62 per year per crane." This is a low figure for such equipment. Another way this same fact is driven home to the reader is found in the following statement which is quoted from one of the advertisements: "In 10 years the only Universal that has gone out of money making service is the one that was hit near Pittsburgh by an express train."

During the first two or three years of advertising, from seventy-five to 100 inquiries a month were received. As the business developed and the sales organization became nation-wide in scope, there was a general falling off in inquiries. This reduction in inquiries is probably due to the fact that as the truck crane gained acceptance, there was a corresponding diminution in curiosity about it. Experience shows that it is usually more difficult to procure inquiries for a well known standard product than for one that is new and different. Perhaps this would argue a marketing law, to wit: Consumer interest in a product varies in inverse ratio to its acceptance.

Another interesting experience this company has had would seem to be a vindication of advertising, if such a thing is needed. A large number of sales have been traced directly to the advertising. *The inquiries that have been received in response to the advertising have been found to be twice as valuable as the prospects sent in by the salesmen.* A little explanation is necessary to make this point clear. When one of the salesmen invades a town he calls on everyone who, in his judgment, might have use for a truck crane. This list is

311 *National* Products Advertised *Exclusively* in *The Examiner*!

The San Francisco Examiner maintained its great lead as a medium for exclusive advertising accounts during the first ten months of 1928. 311 nationally advertised products used Examiner space exclusively to build sales volume in San Francisco during that period.

The reasons are two. First:—In the city alone no other newspaper—Daily or Sunday—Morning or Evening—approaches the coverage of the San Francisco Examiner . . . Second:—The Examiner offers the only possible medium of one-paper coverage throughout the rich and important trading area of Central and Northern California.



One of the 28 HEARST NEWSPAPERS read by
more than twenty million people

Member International News Service and Universal Service
Member of Associated Press

Member of Audit Bureau of Circulations

W. W. CHEW
285 Madison Ave.
NEW YORK CITY

A. R. BARTLETT
3-129 General Motors Bldg.
DETROIT

J. D. GALBRAITH
Hearst Bldg.
CHICAGO



**The largest
magazine
for MEN**

The Elks
Magazine

350,000 Identified Subscribers

50 East 42nd Street New York City



sent in to the office. It has been found that twice as many sales have been made to the prospects brought in by the advertising as compared to the same number dug up by the sales force. It also takes much less time to make the sale to the advertising prospect.

In conclusion, it only remains to say something about the position in the industry that the Universal Truck Crane has achieved. At the present time, it is the undisputed leader in the truck crane field. There are, approximately, eight times as many Universal Cranes in service as all other makes of truck cranes combined. The Universal is now a widely known and widely used standard type of crane, and its position is about as impregnable, it seems, as it is possible for any industrial product to be.

B. N. Pollak, Advertising Manager, American Piano

Ben N. Pollak, recently assistant to Robert Warner, advertising manager of the American Piano Company, New York, has been made advertising manager, succeeding Mr. Warner, who has resigned. Mr. Pollak will have charge of the national advertising of the various divisions of the American Piano Company and its eight retail stores.

De Pinna Account to Lyddon & Hanford

De Pinna, New York, importer and outfitter, has appointed the New York office of the Lyddon & Hanford Company, advertising agency, to direct its advertising account, effective January 1. Newspapers, magazines and direct mail will be used.

Norman Olmstead Joins Wells Agency

Norman Olmstead has joined the Wells Advertising Agency, Inc., Boston, in an executive capacity. He was, for several years, with The Manternach Company, Inc., Hartford. More recently he has been engaged in free lance work at Boston.

H. B. Crohn Advanced by W. B. Ziff Company

Howard B. Crohn has been made general sales manager in charge of advertising of all offices of the W. B. Ziff Company, publishers' representative. He was formerly Southern manager with headquarters at the Atlanta office.

Michigan Newspapers Appoint Allen-Klapp Company

The Allen-Klapp Company, publishers' representative, has been appointed national advertising representative of the Lansing *State Journal* and the Grand Rapids *Herald*, both of Michigan. These newspapers, in addition to the Battle Creek, Mich., *Enquirer and News*, were recently purchased by a newly-formed holding company, The Federated Publications, Inc. The Allen-Klapp Company, which has heretofore represented the *Enquirer and News*, will, by this appointment, represent the three papers in the Federated group.

Canadian Agencies Merge

National Publicity, Ltd., Montreal advertising agency, and The Advertising Service Company, Ltd., of Toronto and Montreal, have merged under the name of Cockfield, Brown & Company, Ltd. The new agency will have offices at Montreal and Toronto.

The officers of Cockfield, Brown & Company, Ltd., will be as follows: G. Warren Brown, president; H. R. Cockfield, vice-president and managing director; Emile M. Emery, vice-president; H. D. Cantlon, vice-president and T. L. Anderson, vice-president and manager of the Toronto office.

Lee Wichelns, Advertising Manager, Kolster Radio

Lee Wichelns, for several years assistant advertising manager of the Kolster Radio Corporation, New York, has been promoted to the position of advertising manager. He formerly was with the advertising department of C. Brandes, Inc., maker of Brandes headsets, before it merged with the Federal Telegraph Company of California to form the Kolster Radio Corporation.

Now Taylor System, Inc.

The Taylor System of Color Harmony, Inc., New York, has changed its name to the Taylor System, Inc., more nearly to conform to its increased service as styling, color and design counsel to manufacturers. G. N. Heine-mann is president and Hazel H. Adler, secretary, of the new corporation.

V. S. Smith Joins Staff of William Jenkins

Vernon S. Smith, for the last six years manager of the copy and promotion department of the Philadelphia *Record*, has joined the organization of William Jenkins, advertising, of that city.

D. M. Auch Advanced by Ohio Bankers' Association

David M. Auch, director of the department of public relations of the Ohio Bankers' Association, Cleveland, has been made assistant secretary. He will continue to advise members as to advertising programs.

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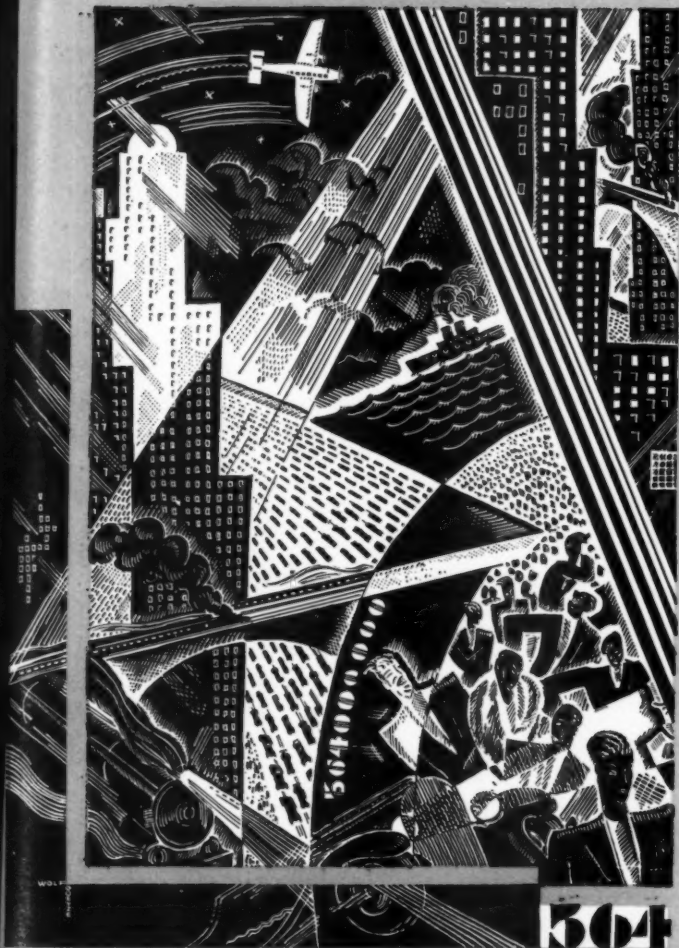
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1564
MILLION
DOLLARS
FOR 3 SQUARE MEALS
A DAY--



That's Chicago's annual food bill!
Looking expectantly toward the kitchen, 780,488 families sit down three times a day, 365 days a year. Food vanishes in amazing volume!

Imagine, if you can, a giant platter laden with 132,682,000 pounds of beef. Picture alongside of this 539,473,000 pounds of mashed potatoes, with a side dish of 7,570,000 pounds of peas; a salad of 21,853,000 pounds of lettuce and 77,346,000 pounds of tomatoes.

These are only typical of the food items that Chicago consumes at its 850,000,000 annual meals. They give but a hint of the tremendous volume of edibles

necessary to satisfy the hunger of more than 3,000,000 persons.

Chicago's 780,488 families, exclusive of the scores of thousands of meals served in restaurants, present a market of gargantuan appetite. Retail sales of food products in 1926 totaled \$448,694,000 in Chicago, according to the census of distribution made by the U. S. Bureau of the Census. And when the suburban area is considered, Chicago's market basket becomes even more capacious.



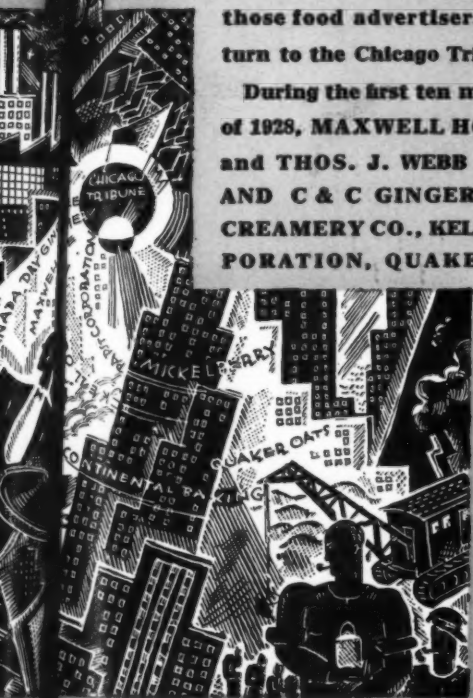
Within this forty-mile area, there are another quarter of a million families whose food requirements combined with those of the City of Chicago, run up a total well above \$564,000,000, entirely exclusive of restaurant meals.

There's nothing the matter with Chicago's appetite! And Chicago, populous, prosperous, is able to pay the bill. And does—to the profit of those who put food products into the pantries and on the stoves in the homes of metropolitan Chicago. And especially to those food advertisers who turn to the Chicago Tribune.

During the first ten months of 1928, MAXWELL HOUSE

and THOS. J. WEBB COFFEES, CANADA DRY AND C & C GINGER ALES, BLUE VALLEY CREAMERY CO., KELLOGG CO., PABST CORPORATION, QUAKER OATS CO., MICKEL-

BERRY, CONTINENTAL BAKING CO. — prominent in the food product field — concentrated the bulk of their advertising in the Chicago Tribune. They depended upon the Tribune to keep their merchandise moving from dealers' shelves and they backed their judgment with dollars



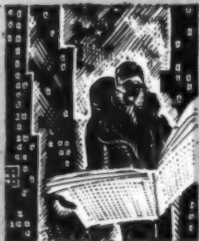
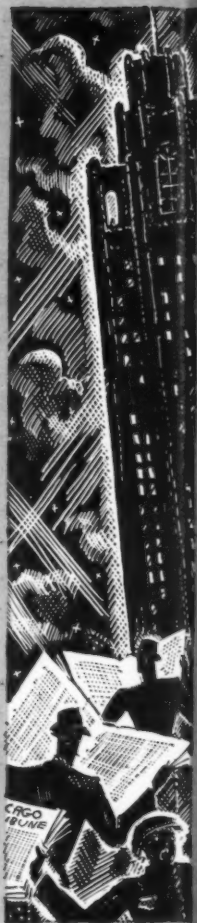
and cents—the ultimate test of confidence. These leaders in their lines invest more money in the Tribune than in any other Chicago newspaper — evening, morning or Sunday. And they get greater results because, for one thing, the Tribune reaches every day 146,000 more homes in Chicago and suburbs alone than any other Chicago newspaper.

The Tribune has risen to its position as foremost food medium by sheer force of its editorial appeal to women's interests. And it has entrenched its hold upon the greatest number of housewives in Chicago and the Chicago territory. And food advertisers know it—they have spent their own money to find out how to sell housewives in Chicago and its suburbs.

Chicago women go to market with \$1,500,000 every day to buy food products. The great majority of these home purchasing agents let the Tribune guide them in making their daily food purchases. And food advertisers, refusing to be guided by legend or languor in buying their space, spend more money in the Chicago Tribune than in any other newspaper in America!

Ask for a Tribune man and get detailed facts about food product advertising in Chicago.

Chicago Tribune
THE WORLD'S GREATEST NEWSPAPER





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A New Statement of Aims and Policies of the Agency Association

A Crystallization and Explanation of What It Offers and Wants to Do
After Eleven Years of Experience

By John Benson

President, American Association of Advertising Agencies

THE American Association of Advertising Agencies has been operating for eleven years. During that period it has lived through a very important decade of American business, one of revolutionary changes. Its policies and aims have been determined for it by the changing and advancing needs of advertising.

That condition will continue, but we are becoming more aware of our course; out of a decade of experience certain aims have seemed more constructive than others—things we want most to do.

All of the relations of the association can be summarized under five main heads—

advertising agents, members and non-members; publishers and their representatives; advertisers; other advertising bodies; and the public. Any clear recital of aims and policies would divide into these groups.

The following statement of aims and policies of the association is official, having been formulated by the officers and approved by the board.

In relation to Advertising Agents:

To make the advertising agency business universally relied upon, by raising the standards of all

advertising agents to the level of the best.

To help members improve their methods and increase their profit.

To be especially helpful to young and less experienced agents, whether members or not.

To educate rather than dictate to our members regarding their business conduct; to encourage them to govern themselves with a broad point of view, rather than enforce rules under penalty.

To foster a fraternal feeling among advertising agents and a professional tone in agency competition.

To be a clearing house of information and counsel

by and for members.

To help agents build and conserve financial strength and credit.

In relation to Publishers:

To facilitate agency relations with publishers by standardizing and simplifying such detail as forms, plates, inks, pages, and accounting.

To facilitate agency relations with publisher representatives by promoting a satisfactory and prompt contact with members and expecting from representatives a saving of agency time in solicitation.

A new statement of the aims and policies of the American Association of Advertising Agencies was officially approved at the recent annual meeting of the association at Washington. That statement and an explanation of it were made public in an address which the president of the association made at the New York Advertising Club last week and which we print herewith. "This statement," says Mr. Benson, "does not mean a new departure. It comes as a result of gradual development. Nor does it mean that our policies are fixed. They will change with changing conditions."

To help publishers reduce their cost and effort of selling national advertising wherever feasible by furnishing our members with the facts about publication values; and centralizing publisher contact as far as possible in a competent media department.

In relation to Advertisers:

To put the interest of the advertiser above every other consideration, on the theory that when he wins everybody wins and when he loses everybody loses, the publisher included.

To co-operate and harmonize all competing media under the single policy of serving the advertiser, thus reducing destructive competition between media and saving much of that waste and expense.

To inculcate the idea that the consumer's interest is paramount in advertising, which should serve him first and in so doing advantage the advertiser most.

In relation to Advertising and its Advancement:

To deepen public confidence in advertising appeal by making it ever more reliable and helpful to the reader.

To discourage insincere and deceptive copy; also help every movement on foot for this purpose.

To discourage any misuse of editorial influence which might weaken confidence in the press as an advertising medium, by such means, for instance, as indiscriminate free publicity.

To discourage any weakening or adulteration of reader interest by means of forced or unsound circulation of newspapers or other media, stimulated by the excessive use of premiums and contests.

To discourage rebating of commissions as an inferior and dishonorable practice, outlawed in other lines of business.

To discourage the evil of discriminatory rates in newspapers between and against national advertisers.

To influence a sound economic view of advertising, recommending its use when and where conditions favor a reasonable pros-

pect of success to the advertiser and of service to the consumer.

To make advertising more efficient by a scientific study of its tools and channels—media, mechanics, and appeal; and base advertising practice more on facts.

In relation to Outside Interests:

Open and above-board operations. As far as possible, open meetings and conventions.

Co-operation and helpful relations with all other advertising bodies.

To earn a reputation for sound opinion not merely in the narrow field of our own craft, but also in the larger field of business which it serves.

Let me comment briefly upon some of these provisions.

First, in relation to advertising agents.—The association is a commercial body, organized and conducted for the betterment of our trade. In that respect we are like any other trade association. We seek our own ends. But not narrowly. Enlightened selfishness is a great social asset. We cannot serve our community any more effectively than by conducting our own affairs wisely for ourselves.

RAISING AVERAGE STANDARDS

Much of the practical service rendered by the association to its members could be provided by the large resourceful agency itself; it might cost more effort and expense, but it could be done and would be done if the association did not exist. But this joint service is of immense value to the advertising agency business. It tends to raise average standards to the level of the best. The great bulk of advertising is done by the rank and file of advertising agents. They make or break our professional standing. They measure in the publisher's mind and in the advertiser's mind our value to him and to advertising.

It has therefore been a keynote of our policy to help those who need it most. The most advanced among us have always been ready and willing to give to the association the best our ex-

453,072 Weekdays
767,160 Sundays

The New York Times
Average November Net Paid Sale

Weekday, November, 1928 . . . 453,072

Weekday, November, 1927 . . . 403,111

Gain 49,961

Sunday, November, 1928 . . . 767,160

Sunday, November, 1927 . . . 694,615

Gain 72,545

IN the week ended Saturday, December 8, The New York Times printed a new high record volume of advertising—780,281 lines, 281,100 lines more than any other New York newspaper. No other New York newspaper has ever equaled this volume. The New York Times prints more and rejects more advertising than any other New York newspaper.

*All advertising subject
to censorship*

The New York Times

perience or facilities could afford, for the benefit of less fortunate or less resourceful members. This has of course had a fraternal feeling about it, but it is really good business. For the same reason, the association has not limited its service to members only; non-members and especially young agents have been its beneficiaries, as well. The aid we have given to scores of small agencies in helping them solve their acute problems has been one of the finest things we have done, and the most beneficial.

In dealing with our own members we do not seek to coerce; we seek to improve. Of course, you cannot conduct a trade association without rules, any more than you can run a community without laws. But such rules should enlighten rather than compel. They should express standards rather than impose penalties. It is not the function of the association to dictate or condemn the business conduct of its members, as long as that is capable, honest and decent; its function is to educate; not to govern with rules, but to help members govern themselves with a sound point of view. If we instil a spirit of good sportsmanship in competition and sound business sense in dealing with our employers, we can trust human nature to do the rest.

One of the substantial benefits of our association lies in the exchange of knowledge and experience between members and the accumulation of such data at headquarters. There is no better way to advance advertising and advertising agency practice. Our members have shown a surprisingly broad and helpful spirit in this regard. They have offered freely of their own findings and data. It is the job of headquarters to invite and guide such contributions and to make them available to our members.

Headquarters receives a great many inquiries from members and non-members, from publishers and advertisers, about advertising, about publishing, about the agency business, which it is becoming increas-

ingly well equipped to answer. This is a fine source of good-will among outsiders and of practical help to our own people. We hope to expand it.

In improving the credit standing and financial health of our members we are not only serving their best interest, we are protecting the credits of the publisher and safeguarding the advertiser from loss. We do more than that; we lay a solid foundation to support adequate agency service. That costs money; it requires investment; sufficient earnings must be made and then conserved.

For these reasons the finance committee has taken pains to improve agency accounting, collections, financing and budgetary control. They are essential to making a profit. It has advised members against unsound investment of their resources. It has cautioned against milking the business. It has warned against frozen assets, like long-term credits, real estate, and undue investment in clients' business.

Last year 105 out of 140 agencies sent in financial statements and these 105 by actual computation had a billing of \$225,000,000 a year—\$19,000,000 a month. With this average monthly billing, they showed only a little over \$10,000,000 in receivables at the end of the year of which only half a million was over-due, or 5 per cent of the receivables and less than 3 per cent of the average monthly billing.

We require a high liquid ratio of 3 to 1, but our members average 4.69 to 1.

The majority of our members get a high rating, either A or B on their financial statements and only ten of them fall below our rating standards.

To show how economically the agency commission is spent, a recent study of operating costs gives the following figures:

8.33	spent in directly serving clients
4.29	in over-head
2.38	net profit

15%

Secondly, in relation to publishers.—Our contact with publishers

Fastest Growing
MORNING
CIRCULATION
on Pacific Coast

Home - Delivered !

Inside the Market !

Read Thoroughly !

Los Angeles Times

Eastern Representative:

Williams, Lawrence & Cresmer Co.
360 N. Michigan Blvd. 285 Madison Ave.
Chicago New York

Pacific Coast Representative:

N. J. Bidwell Company
742 Market St. White Henry Stuart Bldg.
San Francisco Seattle

1928...

Good Housekeeping's record-breaking year is due to a sound idea consistently pursued since

...1885

IT would be vain to search Good Housekeeping for any secret formula of success. It would be better to study an oak tree and note that the deeper its roots, the loftier its branches.

However you measure it, 1928 has been Good Housekeeping's most prosperous year:

Its circulation at 25c a copy, \$3.00 a year, has reached 1,683,799 copies. Its advertising volume shows a total gain of more than 100 pages over any previous high-record year.

NEW YORK
CHICAGO
BOSTON
DETROIT
SAN FRANCISCO

Good

THERE has been a steady growth too in its influence among discriminating American families . . . in its service to manufacturers and dealers . . . in its cooperation with, and testing service for, manufacturers . . . in the use of its Bureau and Institute Seals by manufacturers of foods and toilet preparations which Good Housekeeping has approved . . . in the number of stores that make special displays of goods advertised in Good Housekeeping.

Good Housekeeping began business in 1885. It set out to be the authority of American home life. Its editorial policy is essentially the same today as when it began, expanded with vision to meet the present and future needs of the American family. Year in, year out, it has strengthened its supreme position in that field.

THE story of Good Housekeeping's advertising growth is the story of the growth in sales and profits of the manufacturers who use it. Good Housekeeping's national acceptance can mean national acceptance for YOUR product.

Housekeeping

Because of Centrality

Louisville Wins the Next American Legion Convention

"Last Thursday ten business men left my office," said Mayor Harrison of Louisville in addressing the 1928 convention of the American Legion, "to motor to ten different cities. These ten cities were New Orleans, Jacksonville, Richmond, Washington, Philadelphia, Syracuse, Toronto, Minneapolis, St. Paul, Omaha and Texarkana. Every one of the ten men arrived at his destination within twenty-four hours except one and he lost four hours because of a burned bridge."

With such powerful proof of the accessibility of Louisville, the Legionnaires voted to convene in 1929 in Louisville.

Likewise, realizing that Louisville is the logical center of distribution east of the Rockies, 171 factories have located in Louisville within the past six years. Since 1920 the population of the city has increased nearly 100,000—and, the Courier-Journal and Louisville Times have kept pace with this spectacular growth. During the first ten months of 1928 these leading Kentucky papers gained 22,633 subscribers.

*Cover this growing, central market
completely by concentrating your
advertising in—*



The Courier-Journal THE LOUISVILLE TIMES

Member of the 100,000 Group of American Cities, Member Audit Bureau of Circulations, Represented Nationally by THE S. C. BECKWITH SPECIAL AGENCY

in the past has dealt mainly with our franchise and with ways and means of simplifying and standardizing such routine as plates, printing, and accounting. That has been of immense practical value. It will go on. But there are other important things to do to make those relations of mutual profit. The sale of national advertising is a growing burden to the publisher; it is extremely wasteful and adds materially to the cost of space. We aim to reduce that effort by improving our own buying technique, by so thoroughly informing our members about publication values that less selling will be needed.

This is a very much needed improvement and will have our earnest attention.

ADVERTISERS' INTERESTS FIRST

Thirdly, in relation to advertisers.—We owe advertisers an obligation which involves publisher competition. We impress upon publishers that the advertiser's interest comes *first*. That no space is well sold which is not well bought. That destructive competition between media, without regard to the advertiser's interest, is a waste and a menace to advertising. Advertiser, agent, and publisher are all interested in the same thing—to make advertising pay. If that can be best accomplished in a given case by using newspapers, then the magazines should cheerfully step aside, and vice versa. This can perhaps never be fully expected until publishers have complete confidence in the fairness and judgment of the agent, that he will prescribe what is best for the advertiser and can be trusted to do so. It all comes back to how well we know our business. The advertising agent has a mediating role to play, of immense economic value. He can be a leader if he will.

Just as the advertiser comes first in any sale of advertising, so the consumer comes first in any advertising appeal. Unless the appeal is sincere, informative and helpful to the reader, it will lose influence and eventually undermine public faith. It seems to me the

governing idea of copy should be: to help the reader buy intelligently what he needs. When advertising seeks to help the consumer buy instead of selling him, it does a much better job for all concerned.

The association is deeply interested in creating more respect for advertising and a deeper confidence in it, not only on the part of advertisers, but even more so on the part of readers.

This is extremely important. A new demand will be made upon advertising, I believe; instead of influencing a mood of acceptance on the part of the customer, it will have to create active demand and that in turn requires conviction. It will not be sufficient to make a brand well known; it must be convincing, based on merit which is distinctive, informatively advertised, reliably presented. To give advertising the full function it deserves, of being a buying guide, it must command more confidence and be more helpful to the consumer.

This increased effectiveness of advertising is the answer to increased effectiveness of retailing. We are on the eve of immensely improved channels and methods of retail selling. The chain store is bringing that about. To hold his own, the individual merchant must become even a better merchant than his chain competition. He must be a better judge of values, keep a better store, render better service, employ more capital and enjoy more credit, be a more influential and trusted member of the community; all of which inevitably competes with advertised goods. He will become increasingly able to sell private brands, on his own responsibility, if advertised brands command only a mood of acceptance. He could not afford to stem the tide of consumer demand or even preference; consumer acceptance is quite another matter. Advertised brands must have distinctive merit and the consumer be convinced of it, to create demand; and conviction will depend upon the faith and reliance consumers place in all advertising.

Now, as to the advancement of

advertising.—Our obligations to agents, advertisers, and publishers, are in the last analysis what we owe to advertising itself. We must make it pay—keep it productive. We cannot afford to serve an advertiser or a publisher in any way which undermines the influence of medium or of appeal. That would be untrue to our profession and it would be untrue to the tools which we employ. We have no right to weaken confidence in the press as an advertising medium by means of indiscriminate free publicity. We must protect the quality of reader influence, by discouraging unsound or forced circulation, the kind which is stimulated by premiums and by contests. The better grade publisher despises such methods and still he is forced to use them by competition and the encouragement and support we agents give such competition. There is too much of a craze for mere size. Media buyers are too prone to select papers of leading circulation and thus overlook minor ones of perhaps greater net value to the advertiser. Just as long as advertisers and their agents prefer mere size of circulation, publishers will strive by every means to provide it, regardless of grade. There will be a straining after more and more; rates will go up without any corresponding increase in value to the advertiser. Here is another place where advertising costs can be kept within bounds. Making a thorough and proper use of the A. B. C. reports will go a long way in correcting this evil and we as an association steadily advocate it.

We agents are deeply interested in the cost of national advertising. It is not our business, of course, to suggest or make rates; that is the publisher's function. But discrimination in rates is another matter. That concerns us very much. It concerns the health of advertising. Making local rates too low and recouping the loss by excessive national rates is an injustice we cannot accept. Neither can we accept the more reprehensible discrimination of net rates to a few advertisers and gross to

the many. That involves a handicap in competition which is unfair and unsportsmanlike; it should be illegal. Every advertiser should have equal and equitable access to the columns of any publication which holds itself out as a public medium.

It has been very gratifying to me to see the sound view some of our members have in declining to undertake campaigns which do not promise success or involve too high a cost to the advertiser or threaten destructive competition in a field already overcrowded. We agents should take an economic view of our job. Much of the super copy appeal being harmfully employed is due to overloading advertising with a task beyond its power—promoting articles of little or no merit. This is a burden which does not belong. The producer of a common garden product wants the agent to put a halo around its head—an impossible thing to do unless you resort to insincere or artificial appeal.

I shall dwell very briefly on the scientific task the association has in hand to make advertising more efficient. We are mainly concerned with its tools and channels: media, mechanics and appeal. During the past four years our Research Department has been investigating circulation values in the magazine, newspaper, and farm-paper fields. We have made extensive studies of the buying power behind various magazines, the duplication between them; we have done likewise in the farm-paper field; we have also undertaken some newspaper studies in Greater New York, and propose to extend them into other trading centres. Some very interesting and surprising information has been developed. We have a committee at work on trading areas and distribution census, with a view to helping our members properly relate advertising to selling effort and helping the Government obtain needed facts about distribution of merchandise in the decennial census of 1930.

This is very expensive work, but we believe it is worth the price. It gives us facts to deal with, in-

"The remarkable growth of my business is attributable to advertising solely in the Boston Sunday Advertiser."

—JACOB FALKSON



The quotation above, taken from a letter from Jacob Falkson to the Sunday Advertiser, summarizes the results of his advertising experience in Boston.

After many years as a manufacturer of high grade men's clothing Mr. Falkson recently entered the retail clothing business in Boston.

Convinced that he could best reach the great prosperous buying classes of Metropolitan Boston through the Sunday Advertiser, Mr. Falkson placed every dollar of his newspaper appropriation in this newspaper.

His acknowledged success in a highly competitive field is a high tribute both to his own good judgment and to the pulling power of the Sunday Advertiser.

*Builds
successful
business
quickly
by use of
Boston
Sunday
Advertiser
alone*

BOSTON SUNDAY ADVERTISER

ONE OF THE TWENTY-EIGHT HEARST NEWSPAPERS
READ BY MORE THAN 20,000,000 PEOPLE

Largest Circulation in New England

E. M. BURKE AND ASSOCIATES, INC.

National Advertising Representatives

New York

Boston

Chicago

Detroit

*Member of International News Service and Universal Service
Member of Audit Bureau of Circulations*

stead of hunches; it helps to prevent excessive expenditures on the one hand and inadequate, on the other. It may lay the foundation for another A. B. C. on qualitative values to parallel the splendid machinery now established for determining quantitative circulation.

One of the most useful committees in the association is the Mechanical Production Committee. There is nothing spectacular about it; it deals with the humdrum details of type and print, plates and ink, details, however, which have a vital bearing on the quality and cost of advertising.

The accomplishments of this committee rank among the most important; they have saved and will save much unnecessary expense for publisher and advertiser; they enable us to obtain more effective printing in magazines and newspapers; they have standardized inks in color printing of magazines; they have improved and facilitated our mechanical relations with the press.

Lastly, in relation to outside interests.—Now and then you hear the criticism from sound and friendly sources that the Four A's are a little too exclusive for the common good; that we conduct our affairs without much regard to the interest other people may have in them. This may have seemed so; but it does not represent the spirit of our group. On the contrary, we want to be open and above-board and as helpful to related interests as we can. At our convention in Washington last month, two of the four sessions were open to related interests, and a third was partially open.

The association, I believe, should be an organ of sound opinion, not only in the narrow field of our own craft, but in the larger field of commerce. We are the intelligence arm of business. We should have as firm a grasp of the commercial conditions we promote as the banker has of the commercial conditions he finances. We are in daily touch with these conditions. What we need to cultivate is a judicial slant of mind; being in a promotive business we are nat-

urally optimistic, sometimes without full regard to all the facts. The association aims to make of its members something more than advertising technicians; it aims to make business leaders, students of distribution, with an eye to the profit and loss outcome of any undertaking.

The influence of our association is something we foster and guard with jealous care. It can be a power for good. The opportunities are wide open. The trade association is coming into its own. It is the modern form of business government. Commerce has become so complex that some scientific control of it is needed. It has acquired such volume and momentum that a traffic cop can no longer be dispensed with. Shall that control come from within or be imposed from without? Industry has definitely answered that question with the trade association. It has become the regulating force. Without its guiding influence, there would have to be vastly more Government in business, which we do not want. We want to govern ourselves, not only through a political franchise, but also through expert and organized opinion about our own particular trade.

George L. Johnson Heads Rainbow Luminous Products

George L. Johnson, chairman of the board of directors of the General Outdoor Advertising Company, New York, has been elected chairman of the board of Rainbow Luminous Products, Inc., of that city, and has assumed full direction of its national sales and expansion program.

Mr. Johnson's connection with Rainbow Luminous Products, Inc., is entirely separate from his position with the General Outdoor Advertising Company, as the latter company has no stock interest in the former.

Chicago "Daily News" Appoints H. V. O'Brien

Howard Vincent O'Brien has been appointed literary editor of the Chicago *Daily News*. Mr. O'Brien is the author of "Thirty," "Trodden Gold," "Four and Twenty Blackbirds" and other books.

Join the Toronto "Globe"

W. H. Sherwood and W. F. Harrison have joined the advertising staff of the Toronto *Globe*.

Now Ready— LIBERTY CIRCULATION BOOK

LIBERTY'S new CIRCULATION BOOK is now available to agencies and advertisers.

...A complete and detailed breakdown of LIBERTY'S circulation by geographical divisions, by states, by counties and by city population groups.

This book is based on an average net paid

circulation of 1,540,743.

For 1929 LIBERTY will add *another* 500,000, and keep its present advertising rates!

This additional circulation will give LIBERTY the lowest cost per family reached of any of 13 leading magazines in its competitive group.

Liberty
A Weekly for Everybody

**LIBERTY
GUARANTEES
2,000,000**

average net paid
circulation for the
second six months
of 1929 and
guarantees at least
1,750,000
average net paid circula-
tion for the first
six months of 1929

**No increase in
Advertising Rates**

WRITE for your copy of the new LIBERTY CIRCULATION BOOK on your business stationery!

The "Best Ads"

In This Month's Magazines

Are the ones that SELL the most goods; not always the ones your wife's friends choose

VIEW advertising from any angle, literary or artistic, that you will and its fundamental object will not change.

It is designed, written and published for the purpose of selling goods.

If it doesn't do that, it loses money. If it does, it makes money.

Thus the only fair judgment of advertising must be based on sales.

The haphazard criticism or approval of people not qualified to judge it from that standpoint means nothing.

Some of the most attractive ads sell the most goods.

Others of the most attractive sell the least.

Some of the most superficially unattractive ads are the most profitable.

Other unattractive ones are failures.

The answer always simmers down to results. And the only way to get that answer is to check results.

Gauging the merit of advertising by asking inexperienced laymen to pass on it is a mistake.

Those people judge by what appeals to their utterly untrained notions and fancies. And the very ads that may appeal most to the liking of such an individual layman often appeal least to the pocketbook of the great average mass.

Looking at an ad to say whether or not you like it is widely different from looking at it with a view of buying something. It's something of a wrench to spend money; but a joy to criticise, which costs nothing.

Let the man who spends his money tell you whether your advertising appeal is right and let him "say it with purchases."

You can depend on it that he will.

Common-sense advertising principles embody that as the only fair test of advertising's value.



LORD & THOMAS AND LOGAN ADVERTISING

CHICAGO
400 N. Michigan Avenue

LOS ANGELES
1151 South Broadway

NEW YORK
247 Park Avenue

WASHINGTON
400 Hibbs Building

LONDON
Victoria Embankment

SAN FRANCISCO
225 Bush Street

Each Lord & Thomas and Logan establishment is a complete advertising agency, self contained; collaborating with other Lord & Thomas and Logan units to the client's interest.

Wrigley Settles Infringement Suit for \$1,900,00

A settlement for approximately \$1,900,000 was agreed upon last week in the long-litigated controversy between the L. P. Larson, Jr., Company, of Chicago, and the William Wrigley, Jr., Company over the use of the trade-mark, "Doublemint."

This suit was started in 1915 by the Larson company, which claimed that the use of the term "Doublemint" by Wrigley infringed upon the trade dress of its own "Wintermint" gum and that, in consequence, it was entitled to a share of the Wrigley profits for the years 1914 to 1918.

In 1924 the Federal Court awarded the Larson company damages. The interesting point is that, in fixing the amount of Wrigley's liability, the court permitted Wrigley to deduct approximately \$2,000,000 which it had spent in advertising the name "Doublemint" during the period in question.

Since 1924 the litigation has concerned itself with further deductions and adjustments.

A. W. Stockdale with "Modern Priscilla"

Arthur W. Stockdale, recently with the New York sales staff of *The Farm Journal*, has joined the New York office of *Modern Priscilla*. He was, for many years, with the *People's Home Journal*.

Samuel Stebbins with Wales Agency

Samuel Stebbins, formerly with the sales promotion department of the American Chain Company, Bridgeport, Conn., has joined the staff of the Wales Advertising Company, Inc., New York, as a copy writer.

J. W. Darr with Hanff-Metzger

John W. Darr, formerly with J. H. Newmark, Inc., New York, as general manager and director of service, has joined Hanff-Metzger, Inc., advertising agency of that city.

Appointed by Cleveland "Plain Dealer"

Sutherland DeWitt has been appointed financial advertising representative of the *Cleveland Plain Dealer*, succeeding James Llewellyn, resigned.

Advertising Business at Manitowoc

The National State Advertising Company has been formed at Manitowoc, Wis., by R. R. Wiener, Louise S. Wiener and Kate E. Wiener.

Says Editorial Strength Is Biggest Asset

The importance of a progressive editorial policy was stressed by Samuel O. Dunn, editor of *Railway Age*, at a joint meeting of the Chicago Business Publishers' Association and Chicago Business Editors' Association last week. "Editorial leadership is the most important business asset a business paper can have," he said. "Editors in the field are liable to be too modest in exercising leadership. In truth, the paper that is not in the forefront of its industry is not fulfilling its full destiny."

Agency Production Men Organize Trade Group

Buyers for advertising agencies of typography, plates and printing have formed the Production Men's Club of Chicago. Fred H. Wilson, of Erwin Wasey & Company, Ltd., has been elected president; Robert Stracke, The Roche Advertising Company, vice-president; James Hausman, Carroll Dean Murphy, Inc., secretary, and Calvin Boynton, the Mitchell-Faust Advertising Company, treasurer. Twenty-five concerns are now represented in the organization.

Philadelphia School Starts Newspaper Usage Course

A course in the proper use of newspaper advertising wherein the students learn economy from comparative values and prices, and from the news columns, current history, social problems and conditions, has been started at the Ogden School, a public school of Philadelphia. Arithmetic is also learned from a study of the newspapers through the boys and girls making up shopping lists and computing their total expenses from the advertisements.

Advanced by Gillette Publishing Company

E. T. Eyler, manager of the New York office, and E. C. Kelly, manager of the Cleveland office, of the Gillette Publishing Company, Chicago, have been elected vice-presidents. The Gillette company is publisher of *Roads and Streets*, *Municipal News* and *Water Works*, and *Engineering & Contracting*.

To Represent "The Jewelers' Circular" in New England

Edmunds P. Lingham has been appointed Eastern representative of *The Jewelers' Circular* and the *Optical Journal*, New York. He will cover the New England States.

The Jersey Shore, Pa., *Herald*, has appointed Fred Kimball, Inc., as its advertising representative. This appointment becomes effective January 1, 1929.

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**A CLASS MAGAZINE
EDITED TO APPEAL TO
A LARGE NUMBER
OF WOMEN...**

And it does!



After all, one can't get away from a fact like this:

Seven hundred and fifty thousand more women are buying Delineator this year than were buying it last year.*

Good taste is indefinable, evanescent, mysterious, but it is what the public wants

*With the January, 1929, issue, the net paid circulation guarantee is increased to 2,000,000—and we're not stopping there.

†Refer again to above footnote.



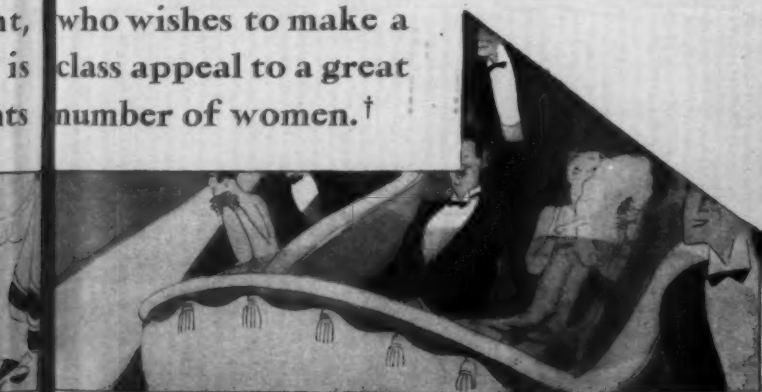
The Artists

The drawings used here are all reproduced from Delineator and represent the work of the following artists:

On the first page, *Etienne Drian*. On these two pages, *Zyg Brunner*. On the last page, *Dynevor Rhys*.

n't today—and in some
act way Delineator has
managed to combine
nd the style and beauty
re appeal and the popu
ng ular appeal.

We sincerely be
lieve Delineator now
is an ideal medium
for the advertiser
nt, who wishes to make a
is class appeal to a great
ts number of women. †





**WE ENTER THE NEW YEAR
WITH THIS ACCOMPLISHED**

*In 1928 . . . the greatest percentage
of advertising gain of
any woman's magazine
of large circulation.*

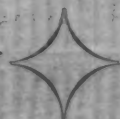
*In 1928 . . . the greatest increase in
circulation of any
woman's magazine.*

Delineator

ESTABLISHED
1868

Continued for 60 years

REDIVIVUS
1926



THE BUTTERICK PUBLISHING COMPANY





Why Royal Worcester Salesmen Are to Get New Territories

Salesmen Are Told the Reasons Why Their Efforts Are to Be Concentrated

By Richard Webster

Vice-President, Reimers & Whitehill, Inc.

WHEN I was a boy we used to call salesmen drummers. When patent medicines were sold by traveling salesmen they gathered a crowd with a parade and a big bass drum. And many patent medicines were "Indian herb cures" so that there could be some sort of Wild West show in the tent to drum up a crowd. Whatever else was wrong with the Medicine Man's show, he was certainly right in the idea of selling to a crowd.

One of the things that advertising does is to drum up a crowd, try to bring people where the goods are for sale. But, advertising or no, there are crowds to buy in certain places—where there are lots of folks with money to spend, lots of folks with high standards of living, folks who pay taxes and own cars, lots of stores, department stores, specialty stores—places where there are banks and theaters. Places that we call in our jargon trading centers. Places that do a business out of proportion to their size because they drum up trade, draw people in to buy from miles around—by having good roads, good stores, good banks, good theaters. The good salesman's job is to place the goods where a crowd will see them and will want them. He lets the trading centers work for him—they drum.

I recently heard of a sales manager who divided the accounts on his books into four classes. Classes 1, 2 and 3 were trading centers of different sizes. Class 4 were little towns with no magnetic influence to draw trade from the outside—or with no population near enough to draw upon. He explained the meanings of these different classes

to his salesmen and said: "Every time you walk through a door of one of our Class 4 dealers, you and we lose money. Even if you have a half hour to spare in one town before the train to the next town, it will pay you *not* to call on one of these Class 4 dealers. Better spend the time figuring some scheme to work on a Class 3 or a Class 2 dealer in the next town."

These Class 4 dealers could not bring together a big enough crowd to make it worth

while to put on the show. Most manufacturers and most sales departments are beginning to realize the difference between Class 4 and Classes 3, 2, and 1.

One big concern that has just been making a study of its sales has found that 40 per cent of its volume comes from sales in the metropolitan New York territory, including Stamford, Conn., on the northeast; White Plains, N. Y., on the north; Hackensack, N. J., on the northwest; and Morristown, N. J., on the west. And of course

One day last month the Eastern salesmen of the Royal Worcester Corset Company met in convention. They were told, among other things, that their territories were to be changed—that their efforts were to be centered on selling in larger towns and cities. This article is based on the explanatory talk made before the salesmen by Mr. Webster.

Salesmen are suspicious when told their territories are to be altered. We think this talk must have convinced them that it was to their interest as well as to the interest of the company, that their selling areas be adjusted to allow more concentrated effort.

this 40 per cent of income does not cost anywhere near 40 cents out of each dollar of outgo for sales effort—nearer 25. Stop and figure it. Twenty-five cents of sales cost out of each dollar produces 40 cents of income out of each dollar of income. Then turn these dollars over and look at the other side. Sixty per cent of income from the whole country except metropolitan New York costs 75 cents out of every sales expense dollar. You don't have to be an expert cost accountant to know where the profit comes from.

The George E. Keith Company distributes Walk Over Shoes and has always been proud of its sales in small towns. Now it finds that about 40 per cent of its sales volume is in small towns and about 75 per cent of its sales effort. It sells half as much again in large towns and its cost to them is a third as much. Which is more profitable?

The Simmons Bed Company gets 90 per cent of its sales from metropolitan centers. One-fifth of all its dealers take care of three out of every four dollars' worth of sales.

This is not the whole story. Just as soon as a sales manager finds out which side his bread is buttered on and begins paying more attention to these more profitable sales—two things happen: first, he cuts his losses in the small towns where sales have been costing him too much; and second, he increases the profit he has already been getting in the trade centers. When the Simmons sales manager began really paying attention to the 20 per cent of his dealers that were producing 75 per cent of his business, the total amount of business from these dealers jumped enormously. Within one year one dealer's orders for Simmons Beds increased fourfold. How many small accounts would a Simmons salesman have to sell to produce as much as he got from that one big dealer whose business in 1928 was four times as much as it was in 1927?

Of course no number of small accounts could have been so good

for the Simmons business as this 300 per cent jump in orders from this one first-class outlet. The reason is that the first-class outlet was profitable to sell in 1927 and much more profitable in 1928, and that adding up a whole lot of little retail outlets to make as much volume as this one big one had, was adding a string of red figures instead of black. The more sales there were of that sort, the less money the company made and the worse off in the long run were the salesmen.

Some of the most successful manufacturers and selling organizations in the country have recently found that they could be even more successful. They analyzed their sales and the cost of their sales. More briefly, they analyzed their profits—and they found out there were no profits on a great many sales. The sales that did produce profits always had two very encouraging things that could be said about them.

First, these sales were where there was a crowd. The people to buy did not have to be drummed up. They were already in the tent.

Second, just as soon as they began to pay more attention to sales that already produced a profit—then those sales got bigger and produced more profit.

The emphasis must be shifted from sales to profits. "Get the order." Yes—but get a profitable order. "Get the plant into production." Yes—but profitable production. Keeping up the volume of sales isn't enough. If the cost of selling jumps faster than the total sales, where are the profits? To keep the cost of selling down, to make each individual sale produce a real profit, you have to put more thought and attention on the subject, "Where are profitable sales?" Your new list of accounts is these profitable sales. The accounts that have been taken away from you are not profitable for you to handle. They will be handled by mail at a lower sales cost and so with a profit.

You might say what we are doing is simplifying your sales



Seven short years ago the Packer organization was small and little known. Today it is the largest exclusive outdoor operating company in the world . . . What did it? Nothing in the world but the intelligent kind of service that makes outdoor advertising pay the advertiser—and pay well.

PACKER ADVERTISING CORP.
Cleveland, Ohio



President

PACKER

THE LARGEST EXCLUSIVE OUTDOOR
OPERATING COMPANY IN THE WORLD



problem, giving you a smaller number of accounts and each account with larger possibilities. Larger possibilities, especially because you will be able to put more time and effort on the account. Accounts profitable now are certain to be more profitable because you can give them more attention.

We used to say that a sale isn't finished when the goods get to the retailer and we told salesmen that they must help the retailer move the goods off the shelf after he had moved them on. This is called salesmen's service in resales. That idea is all right—only it doesn't go far enough. Let's say profits where you have been saying sales. Royal Worcester must have its profits. That's why we are giving you new lists of accounts. But profits don't stop—shouldn't stop there. The dealer must have his profit. The right way for him to get a profit is not through an allowance from the manufacturer for advertising. Department stores set aside a certain amount for the advertising of each department, and when Royal Worcester gives a department store an allowance for advertising Bon Ton Corsets that doesn't mean that the store

uses that much more space to advertising corsets. It uses just the same amount of space that it has planned, but some of the money that the store set aside for the corset department is transferred to a profit account. Profits for the dealer ought to be definitely related to profits for the manufacturer.

Everything we are planning is an aid to profits for Royal Worcester and for Royal Worcester's retailers. A better product and better styling mean more profits—a new top of the line means grading up, trading up, and a bigger margin of profit. At the Style Show it was explained that a woman should have three or four different corsets for different types of dresses. If we can get American women to buy that many more corsets and to buy each for a particular purpose—that sort of corset buying will mean profits for retailer and manufacturer.

The company's sales promotion and advertising mean more profits—because the advertising should make sales easier and easier sales cost less and allow more margin between outgo for sales cost and income from sales.

Chain-Store Sales for November

Company	November 1928	November 1927	% Change	11 Months 1928	11 Months 1927	% Change
F. W. Woolworth.....	\$24,660,243	\$23,730,387	3.9	\$241,873,941	\$228,850,284	5.6
J. C. Penney.....	19,300,787	17,063,184	13.1	151,590,467	130,158,343	16.4
S. S. Kresge.....	13,034,248	12,010,982	8.5	122,519,069	110,721,864	10.6
Safeway Stores.....	9,665,685	6,785,822	42.4	94,560,455	68,878,209	37.3
National Tea.....	7,520,754	5,584,759	34.6	77,690,530	51,871,679	49.7
S. H. Kress.....	5,660,884	5,271,917	7.4	53,108,405	46,877,976	13.2
W. T. Grant.....	5,515,221	4,366,106	26.3	44,658,677	35,119,832	27.2
McCrary Stores.....	3,444,275	3,236,307	6.4	33,880,299	32,478,786	4.3
J. J. Newberry.....	1,869,870	1,364,131	37.0	16,063,222	11,835,746	35.7
G. R. Kinney.....	1,759,163	1,590,994	10.5	16,630,767	15,084,501	10.2
F. & W. Grand.....	1,718,921	1,140,203	50.7	13,773,110	10,615,821	29.7
McLellan Stores.....	1,364,101	1,169,904	16.6	10,961,734	9,291,569	18.0
Metropolitan Stores..	1,270,885	1,089,246	16.6	10,784,945	9,922,030	8.6
D. Pender Grocery....	1,251,597	1,105,911	13.1	13,079,301	11,241,565	16.3
J. R. Thompson.....	1,206,503	1,184,320	1.8	13,330,430	13,086,421	1.8
Neisner Bros.....	1,036,752	566,549	82.9	8,198,915	5,188,105	58.0
Peoples Drug Stores...	1,001,955	715,250	40.0	9,992,986	7,214,825	38.6
I. Silver Bros.....	632,021	512,928	23.2	5,352,236	4,545,648	17.7
Loft, Inc.....	603,605	628,867	-4.0	6,353,689	6,866,677	-7.4
Davega, Inc.....	402,931	264,273	52.4	3,388,431	2,615,717	20.5
Kinnear Stores.....	338,223	340,305	-6	2,810,615	2,510,847	11.9
Berland Shoe.....	226,926	173,644	30.6	2,292,479	1,698,583	34.9

NUMBER OF STORES IN OPERATION

	End of November 1928	End of November 1927		End of November 1928	End of November 1927
S. S. Kresge.....	491	427	Metropolitan.....	106	91
McCrary Stores.....	225	219	Peoples Drug.....	81	47
S. H. Kress.....	194	178	Loft, Inc.....	47	39
McLellan.....	150	116	I. Silver Bros.....	31	22
J. R. Thompson.....	123	119	Neisner Bros.....	35	22

SELLING HUDSON AND ESSEX CARS THROUGH WISCONSIN NEWS ADVERTISING

JESSE A. SMITH AUTO CO.
DISTRIBUTORS

FOR WISCONSIN AND
MILWAUKEE
October 5, 1928

REFER HERE TO
S. E. GIBBS



Mr. John E. Blank, Publisher
Wisconsin News
15 Michigan St.
Milwaukee, Wisconsin.

My dear Mr. Blank:

In response to your letter of September 17th, we are indeed very glad to give you our comments on the Wisconsin News as a medium for marketing Hudson and Essex cars.

Our selling season is just about over, and we are bringing to a close a very successful year. During this time, as you know, we have used the Wisconsin News almost every week with a display of approximately a thousand lines.

We believe that the advertising in your paper has brought us some substantial results; first, because of its circulation, and second, because we believe that through your paper we are reaching the class of people we might miss if we didn't advertise in the Wisconsin News.

We realize, of course, that there are certain features about your paper which are very attractive, and naturally, this brings about healthy circulation.

We will deliver in the State of Wisconsin during 1929 approximately eight thousand Hudson and Essex cars, nearly one-third of which will be delivered in Milwaukee County. We are, therefore, led to believe that our advertising in the Wisconsin News brings us a good portion of this business.

We would like to take this occasion to thank you for the cooperation you have given us throughout the year by way of publicity, position etc., and we are hoping to give you a good quantity of copy throughout the coming year.

Yours very truly,

JESSE A. SMITH AUTO COMPANY

By

"We are led to believe that our advertising in the Wisconsin News brings us a good portion of this business." (Eight thousand sales.)

Such is the keynote of the above letter from the Jesse A. Smith Auto Co., wholesalers and retailers of Hudson and Essex cars. Another advertiser who KNOWS his home market!



Keystone of the Heart Newspapers

**"Absolutely Necessary
to Adequately Cover
the Milwaukee Market"**

One of the twenty-eight Heart Newspapers read by more than twenty million people.

WISCONSIN NEWS

Managers International News Service, National Service, Associated Press, Audit Bureau of Circulation.

Do women prefer it has a good

MAYBE they do. The Globe has one of the best sport pages in the country.

But it's more likely they prefer it because the Globe is predominantly a "home" newspaper—in news, in features and in advertising.

The Globe specializes in local news. It has a larger staff and carries more city and suburban news than any other Boston paper. The sport page devotes special attention to local and sectional sport news. School news is complete.

The Globe's Household Department, established thirty-four years ago as the first "women's page" in American journalism, is today an institution in Boston homes.

Department store advertising is just as important as news to most women. The Globe carries 45% more than any other Boston newspaper. In fact Boston merchants use more

space in the Globe—Sunday and week days—than in any other newspaper.

And in four of the five major classifications which include 63% of all display advertising in Boston, the Globe has a substantial lead. Naturally, these four classifications are those which find their most important market in the home.

ANOTHER indication of the Globe's seven-day home strength may be seen in a comparison of Sunday and week-day circulations.

Of the three Boston newspapers carrying most of the national and local advertising, the Globe is the only one that holds its group of readers in Metropolitan Boston practically intact over Sunday. The second paper loses a third of its circulation on Sunday; the other loses two-thirds. And Sunday circulation admittedly is *home* circulation.

Homes in the Boston retail trading area are well worth

The Boston

the Globe because sport page?



reaching. Here are 3,000,000 people with an average family wealth of \$9,000—fourth highest in the United States!

And you can't effectively cover this market without the Globe.

Write for our free booklet, "Boston—4th Market." It contains helpful information on the Boston situation.

Globe

Facts on Boston and the Globe

Boston's shopping area ranks fourth in population, third in per capita income tax returns. Family wealth averages \$9,000; saving deposits, \$2,000.

Metropolitan Boston is within 12 miles of Boston's City Hall. From this area Boston department stores draw 74% of their business. Here the Globe is definitely the home newspaper.

It is the only Boston newspaper which holds all of its readers in this district seven days a week.

It leads by 45% in department store advertising. And in the four major display classifications which find their greatest market in the home, including automobile advertising, the Globe also enjoys a substantial lead.



"Did you read that article called 'Printed salesmanship' in *The Three Circles* for December?"

"No, let's see it."

"I sent mine on, but I'll write Evans-Winter-Hebb for another copy. There's also an article in the little magazine on 'Better spending.' You'll agree with me that it is pointed."

"Hope you write for a copy this afternoon."



EVANS-WINTER-HEBB Inc. Detroit

820 Hancock Avenue West

Columbia 5000

New York

1950 Graybar Building

Lexington 9113

Chicago

180 North Michigan Avenue

State 3197

The business of the Evans-Winter-Hebb organization is the execution of direct advertising as a definite medium, for the preparation and production of which it has within itself both capable personnel and complete facilities: Marketing Analysis • Plan • Copy • Design • Art • Engraving
Letterpress and Offset Printing • Binding • Mailing

928

How We Uncovered New Outlets with a New Product

The Bassick Company Worked Out a Comprehensive Merchandising and Advertising Plan to Introduce NoMar Furniture Rests

By R. D. Mount

Advertising Manager, The Bassick Company

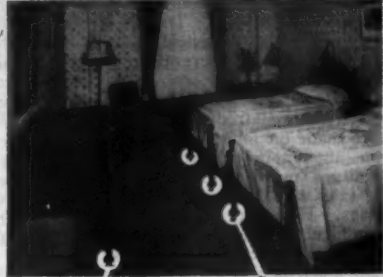
REALIZING that the growing use of linoleum and composition floor coverings required that furniture have slides which would not cut into the composition and so mar the floor covering, The Bassick Company a little more than a year ago created a new product to meet this need. As a result, we opened up new outlets—linoleum dealers and office supply houses—gained the active merchandising co-operation of linoleum manufacturers who enthusiastically endorse the NoMar furniture rests, and developed an entirely new market for the reason that these furniture rests do not replace the casters which we also manufacture.

When NoMar furniture rests were first conceived and manufactured, they were taken to linoleum manufacturers for a thorough testing and criticism. As a result of this preliminary investigation of their possibilities, we went confidently ahead to give them the fullest possible promotion, for manufacturers of composition floor coverings reacted very favorably.

However, there were several initial problems involved in getting this new item started, one being to determine how many colors and sizes to put into the line. Here the deciding factor was the very practical one of distribution. The fewer the sizes and colors, the smaller need be jobber stocks and, therefore, the less the sales resistance we would encounter. Too,

the fewest sizes and colors possible would enable us more easily to provide a good introductory counter display assortment for retail stores, thus making it easier for the jobber to get wide dis-

NOMAR FURNITURE RESTS AND CASTERS • • BY BASSICK



Chairs for NoMars were difficult to secure. Hotel Room has a hard, smooth, polished, rounded furniture surface. NoMars, they don't have furniture and floor coverings. Many hotels use chairs made of wood, steel for a sample.

In the Hotel Piccadilly New York

Black Casters give furniture longer life. Most hotels are the best known. They have the most of furniture. They know, "have early it puts on Bassick's" and have smooth, easily and value costs.

THE Piccadilly has not mixed its room equipment. The furniture is handsome and beautiful—the carpets are soft—this guests very find considerably "at home."

Now were the last obvious items of equipment added. The beds have Bassick Diamond Volver Casters; bureau and chest-of-drawers have NoMar Rests. The Piccadilly serves equally its guests' comfort and its owners' profits and profits.

THE BASSICK COMPANY
Bridgeport Connecticut
The 25 years leading makers of Brass Furniture Rests and Casters



1. Send a sample NoMar rest to the dealer.
2. Send sample rest to Bassick Company.

Send in this _____
City _____ State _____

HOW THE NEW NOMAR RESTS ARE BEING ADVERTISED TO HOTEL MEN—BASSICK CASTERS ARE NOT FEATURED IN THE CONSUMER ADVERTISING FOR THE NOMARS

tribution for us. Accordingly, we settled on a single color—a dark brown which would harmonize with most furniture woods and floor coverings—and four sizes.

These four sizes ordinarily would require various size containers to hold them in sets of four, but in line with our plan of simplification, we packed the

smallest and the largest in boxes of the same size and made up a complete assortment in a shipping container which, when opened, became a counter display stand holding one dozen sets of NoMar rests. This comprehensive container, which made introduction and shipping easy for the jobber, we later played up strongly in our trade advertising with results that were excellent.

These furniture rests had come into existence because of a need for floor covering protection from the indentations made by furniture, therefore we decided that our primary appeal in selling and advertising should be the protection which NoMars offer. To this appeal we have consistently held, amplifying it with several supplementary ones.

As we do not sell direct to retailers, our introductory efforts were made on jobbers, with a certain amount of effort spent on furniture manufacturers to build up sales at the very source of things. However, as this market is influenced chiefly from without in such an accessory as ours, I shall touch in this article only our merchandising and advertising to jobbers and consumers.

We began active promotion of NoMars in the fall of last year, going to jobbers through our salesmen and a direct-mail campaign which consisted of three mailings to wholesale hardware distributors at intervals of a couple of months. The hardware wholesaler having always been our main outlet for casters, we concentrated on him in introducing the new product, though we also directed other mail campaigns to wholesalers of linoleum and composition floor coverings, hotel supply houses, and hotel managers, in order to sound out prospective markets.

The first mailing piece to hardware distributors went out in October, 1927, in the form of a four-page broadside, the first page of which was a letter that told our story succinctly:

When a manufacturer offers you a new product for which there is already a

large market and a growing demand—and offers it to you with a longer profit, there is but one answer—a sizable stock order.

That is what is offered you in Bassick NoMar rests for furniture, described fully in this letter and leaflet. Manufacturers of fine floor coverings and large users of slides, such as hotels, assure us that NoMars meet their requirements for protection and that they will recommend and buy NoMar rests.

Our advertising plans call for strong support in national and trade magazines. We have a large supply of leaflets to imprint for you and your dealers. An attractive display carton will help dealers in selling. And, with leading floor covering manufacturers recommending NoMars through their many agencies, there will be a ready sale for NoMar rests.

Two inside pages of this folder pictured NoMars in use in the home, the office and the hotel, and small inserts pictured these selling points: Protection, durability, appearance, plenty of tilt, and ease of installation. A paragraph on each of these points was all the sales copy we used.

The back page continued this forceful simplicity, half of it being given over to reproduction of a letter from the Armstrong Cork Company, Linoleum Division, which said that the use of NoMars "will react to the benefit of linoleum floor users" and a letter from the Bonded Floors Company stating it had "been using and recommending NoMar furniture rests for several months past." Reproduction of these letters was intended to tie-up closely our major sales point of NoMar protection for composition floor coverings in the minds of hardware dealers and also to give us entree into the stores of linoleum dealers. The lower half of this page showed actual sizes of the rests themselves, with an explanation of the use for each size.

Along with this broadside went a small folder containing the essentials of the bigger piece, offered as an envelope stuffer and counter help for jobbers to supply their dealers. Second and third mailings of this same broadside to the wholesale trade carried latest selling ideas on the first page, such as how many Bassick distributors were finding ready markets for NoMars off the beaten

A year round outdoor country



For 78 Years

The Oregonian
has dominated
the Oregon
Market

a year round automobile market

The Oregonian is the outstanding
Automobile Advertising Medium
in this rich market

A BEAUTIFUL country . . . scenic attractions . . .
wonderful roads . . . people who enjoy the great
outdoors . . . all help make Oregon and the Pacific
Northwest a veritable paradise. In Oregon there is one
motor vehicle to every 3.5 persons. And the percentage
is constantly increasing, for the standard of living is
decidedly on the upgrade here and Oregonians are
buying cars in greater number every year.

The Oregonian produces results in this automobile
manufacturers' paradise—a fact proved by The Oregon-
ian's leadership in automobile advertising year after year.
During the first nine months of 1928 The Oregonian
printed more automobile advertising than its two near-
est competitors combined!

The Oregonian

PORTLAND, OREGON

The Preferred Newspaper of the Pacific Northwest

Circulation: over 106,000 daily; over 160,000 Sunday

Nationally Represented by VERREE & CONKLIN, INC.

NEW YORK

285 Madison Ave.

CHICAGO

333 N. Michigan Ave.

DETROIT

321 Lafayette Blvd.

SAN FRANCISCO

Monadnock Building

track. We gave instances of profitable markets, such as college dormitories, hospitals and insurance company offices, to point out where jobbers might look for new business. We also attached to the second letter copies of "Linoleum Logic," which goes to Armstrong Cork Company dealers and in which were editorial articles telling about the success of NoMars on this company's line of floor coverings.

Concurrent mailings of this campaign to hotel supply houses stressed the advertising which we planned for the hotel field and told about requests for samples of NoMar rests which already had come to us from hotels—which samples we were supplying direct, with the names of hotel supply jobbers stocking the product. At the same time, according to our schedule, a broadside was going to hotel managers offering such sample sets of NoMar rests on their request in writing; we sending along the names of hotel supply jobbers as stated in our letter to the jobbers. In this way we brought the product to the field's attention and definitely tied up the supply houses in the manager's mind when he received his requested samples.

On the third mailing to the wholesale hardware trade, we began a direct-mail campaign to retail hardware stores. The broadside which we enclosed with our letter to some 30,000 dealers we also sent to our wholesalers in their third mailing, so that they would know how we were promoting NoMars among their customers. This broadside was a large piece of multiple folds, which began clearly and forcefully to impress dealers that here was a product opening a new market—not cutting into an old:

Something you can sell, and sell at a profit. Isn't that your first desire of any new article of merchandise?

Isn't your second hope this—that the item should fill a new need—not merely displace something you already sell?

Read on about the entirely new product Bassick is putting on the market—through you—and backing with magazine advertising.

Inside this piece were reproduc-

tions of the first and second NoMar advertisements to the public, with illustrations of our counter display stand and an opened box of rests. The only text used in this sales picture was:

Made to sell—advertised to sell—packed to sell. New—wanted—universally useful—there you have NoMar Furniture Rests.

NoMars will put your caster stock in line with modern trends—and bigger profits. Read the ad below—and use the coupon to get started on this new line for new profits.

Along with the first mailings of our direct campaign to hardware distributors ran the first of our advertising to the trade, which began last fall and has been running in five hardware business publications in page size with the exception of a special run of two-page, three-color advertising.

At the same time we also began a campaign of page size in one hotel magazine. This latter advertising, which started off with our main appeal of spending cents to save dollars in floor coverings through NoMar protection, lately has changed somewhat to take the effective form of testimonials from actual hotels where installation of these furniture rests show that the hotels have saved dollars by spending cents for such protection.

In May of this year, having secured good distribution as a result of our introductory direct-mail and business-paper advertising campaigns, along with consistent merchandising of forthcoming consumer advertising, we began an advertising campaign to reach the public.

This in column size, is appearing in six weekly and monthly general and home magazines on a monthly schedule. In general it plays up our major points of floor protection, appearance and so forth, the sales story—as in business-paper advertising—being told largely through pictures of the actual product in action. These consumer advertisements carry a coupon, and some idea of returns from this continuous consumer effort—though we do not put undue stress on the importance of coupons—

Rates in Effect

— on —

The Condé Nast Publications with February 1929 issues

Vogue	Black and white	\$1,500
	Insert - 2nd cover - 3rd cover	2,700
	Back cover	3,400
Vanity Fair	Black and white	900
	Insert - 2nd cover - 3rd cover	1,600
	Back cover	2,000
House and Garden	Black and white	1,400
	Insert - 2nd cover - 3rd cover	2,600
	Back cover	3,300
Vogue Pattern Book	Black and white	1,400
	Insert - 2nd cover - 3rd cover	1,750
	Back cover	2,100
Condé Nast Group	Black and white	3,650
	Insert - 2nd cover - 3rd cover	6,210
	Back cover	7,830

The usual discounts apply. Orders received on or before January 1, 1929, for space up to and including the January 1930 issues will be honored at the current card rates.

C. B. KIRKLAND

Advertising Director

The Condé Nast Publications

IN THEIR



"We are greatly increasing our schedule in **BETTER HOMES and GARDENS** in 1929"—prominent food advertiser.

"**BETTER HOMES and GARDENS** leads in number of inquiries and low cost per inquiry"—fence manufacturer.

"Best puller we have"—building material association.

"Outpulling everything on our list not only in cost per inquiry but in actual bulk of response"—carpet manufacturer.

Words which indicate

Better Homes

Now serving

Meredith Publishing Co.

BROWN WORDS



"Lower cost per inquiry from BETTER HOMES and GARDENS than any other of the six national magazines we are using"—household furnishings manufacturer.

"BETTER HOMES and GARDENS has pulled 1230 inquiries for the (—) recipe booklet. The nearest competitor, 348"—food packer.

"Produces more inquiries for us than any other medium we are using"—electric household appliance manufacturer.



phenomenal results

and Gardens

150,000 families

Des Moines, Iowa

is that we are getting as high as 116 consumer inquiries a day.

Since its start, we have further merchandised our consumer advertising to our dealers by playing it up in a dealer campaign, picturing the actual consumer advertisements and the magazines in which they appear, and telling the dealer under a heading, "As Advertised," that this is how we tell the news about NoMars to millions of women.

CENTRALIZING BUSINESS AROUND THE HARDWARE DEALER

From a merchandising point of view, we have worked to centralize business around the hardware jobber because he has been our point of distribution for years and because many Bassick hardware jobbers also distribute linoleum. By pointing out to these jobbers their chance to go to the linoleum dealer with hardware items, we are able to expand our own NoMar market and gain grateful co-operation from the wholesaler who takes advantage of this new field. Where our hardware distributors do not handle linoleum, we also are selling the idea that linoleum dealers offer a large market that is open to such items as NoMars. On top of this, the linoleum market has been further expanded for NoMars through the co-operation of linoleum manufacturers who have given Bassick wholesalers lists of dealers to sample with our new products.

Altogether, linoleum outlets have been made available to us through the adding of this new product to our line. And office supply houses, too, have been thrown open to us—interestingly enough not merely for NoMars but also for Bassick casters which up until recently they did not handle to any great extent.

In all, our thorough and elaborate preliminary advertising and promotional work have proved themselves worth while, for sales of this new product in a new field have increased monthly to show us that NoMar advertising is having a cumulative effect.

Appointed by Confectionery Publications

Francis M. Waters, formerly president of the Francis M. Waters Advertising Agency, Springfield, Mass., has been appointed Eastern manager, with headquarters at New York, of *The Confectionery Buyer* and *The Manufacturing Confectioner*, Chicago.

C. W. Nordland has been appointed Philadelphia representative for both publications.

Wainwright Davis, formerly secretary of the Midland Confectioners Association, has been made managing editor of *The Confectionery Buyer*.

Milwaukee Corrugating Com- pany Buys Eller Company

The Milwaukee Corrugating Company, Milwaukee, has purchased the Eller Manufacturing Company, Canton, Ohio. Combined products of the two companies are expected to exceed \$10,000,000 annually. The deal was negotiated to make possible the better distribution of the Milwaukee company's products in the South and East.

American Steel & Wire Ad- vances W. H. Cordes

Wilmer H. Cordes, formerly assistant advertising manager of the American Steel & Wire Company, Chicago, has been appointed advertising manager. He has been with this firm for the last seven years.

New Account for St. Louis Agency

The Bauman-Massa Jewelry Company, St. Louis, manufacturing jeweler, has appointed the Emery Advertising Company, of that city, to direct its advertising account. Business papers and direct mail will be used.

Bank Appoints Ludgin & Salinger

Ludgin & Salinger, Inc., Chicago advertising agency, has been appointed to direct the advertising for the Madison & Kedzie State Bank, of that city.

H. K. Burnam with Trades Advertising Agency

H. K. Burnam, for many years president and publisher of the *Clothier & Furnisher*, New York, has joined the Trades Advertising Agency, of that city.

Keystone Publishing Company Advances H. M. Porter

H. M. Porter, of the New York office of The Keystone Publishing Company, Philadelphia, has been made manager of that office.

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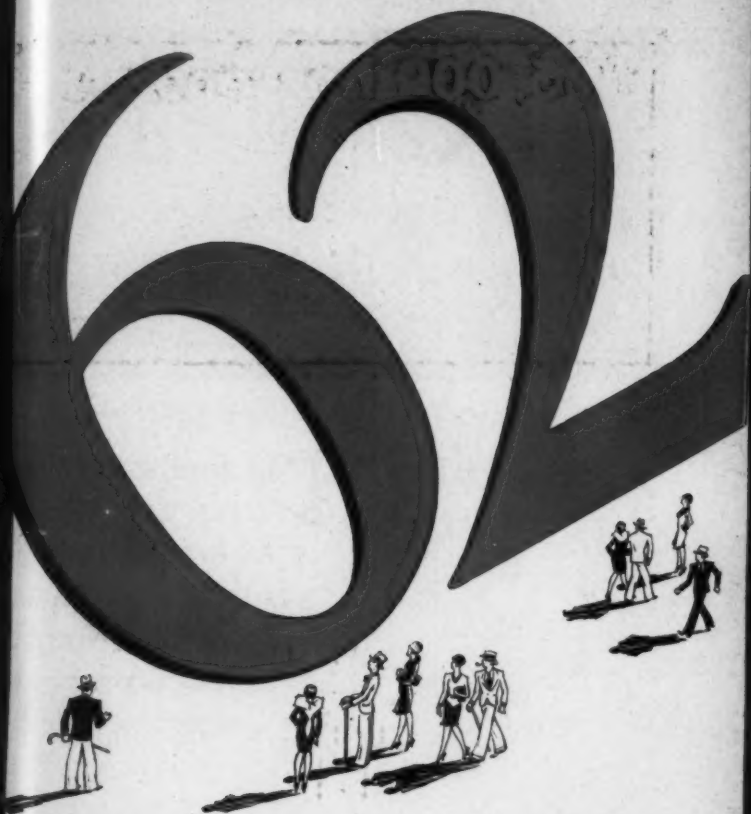
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OUTDOOR ADVERTISING

Through Your Advertising Agency



Painted Bulletins Broaden
GOOD WILL

for

**PUBLIC SERVICE COMPANY
OF NORTHERN ILLINOIS**



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Outdoor Advertising through Y

335,000 horsepower le



Serving 6000 square miles 293 m

THE Public Service Com
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*These Painted Bulletins
Prepared By*
**McJUNKIN ADVERTISING
COMPANY**
CHICAGO

through Your Advertising Agency

giving wings to your work

PUBLIC SERVICE COMPANY
OF NORTHERN ILLINOIS

293 communities with Gas or Electricity

Public Service Company of Northern Illinois
extends to a 6000-square-mile
area around Chicago . . . To broaden
the company's name among
residents of this fast-developing
area, painted bulletins
were placed in 1928 advertising
important auto-
series illuminated at
these bulletins vividly
the series rendered by
company in terms of
greater convenience,
and measurably
public good will.

. . . and Placed
Through

THE NATIONAL OUTDOOR
ADVERTISING BUREAU, Inc.

(over)

OUTDOOR ADVERTISING

Through Your Advertising Agency

AMONG the other clients of the McJunkin Advertising Company whose outdoor displays are placed through the National Outdoor Advertising Bureau are:

United Grape Products, Inc.
Stewart-Warner Speedometer Corporation
French Lick Springs Hotel Company

(Pluto Water)
A. Stein & Company
(Paris Garters)

Terra Cotta Service Bureau
Chicago South Shore & South Bend Railroad

The super-service maintained cooperatively by the Bureau's 228 agency members insures for their clients the selection of better locations, the supervision of proper upkeep and the accurate checking of displays.

Thus, the client of any Bureau agency member is assured the utmost in returns from his investment in outdoor advertising through this super-service which augments and enhances the resourcefulness of his agency.

National Outdoor Advertising Bureau

INCORPORATED

New York

Chicago

Detroit

G

u



Can the Trade Commission Make Unlawful What Is Now Lawful?

Has the Commission the Power to Supersede Congress, the Courts and the President, or Is It Simply Assuming a Comic Opera Pose?

"THERE seems ever to be a desire on the part of Governmental departments and Governmental bureaus to increase their jurisdiction; to reach out for more power; they are never satisfied. The Federal Trade Commission is not entirely free from this urge. . . ."

"The Commission not only assumes the omnipotent power to make laws but also the power to enforce them. We are the legislature—the judiciary—and the executive. We supersede Congress, and the courts, and the President. . . ."

"Imagination cannot picture a more farcical proposition. What a theme for a comic opera!"

* * *

The quotations that appear above are startling by themselves. They would be startling even were they made by one who has never hid the fact that he is a sworn enemy of the Federal Trade Commission. But to characterize them as startling is to use a mild descriptive term when it is known that these remarks were made, not by someone unacquainted with the work of the Commission, not by one who is in out and out opposition to the Commission, but by one who until a few weeks ago was chairman of the Federal Trade Commission and who is still one of the five members of that body.

We refer to Commissioner William E. Humphrey, who made these remarks in the course of an address delivered December 6 at Hot Springs, Va., at the national convention of the American Face Brick Association. There was much more that Mr. Humphrey said of an equally amazing nature and because his statements are so unusual they will be given here in practically complete detail.

However, before doing so, it is important to furnish certain facts which will help in obtaining a better understanding of the circumstances which led Mr. Humphrey

to deliver his rather sensational talk.

In the first place, it should be understood that Mr. Humphrey was not attacking the Trade Commission as a whole. In fact, it would be entirely proper to say that the fundamental idea on which the Commission is based has no more ardent supporter than Mr. Humphrey. His verbal darts were aimed, rather, at one specific function of the Commission—a function which the Commission recently decided, of its own accord, to add to its already imposing list of responsibilities.

This function has to do with the Trade Practice Conference plan which the Commission has been so energetically pushing. As is rather well known, the primary purpose of these Trade Practice Conferences—which are called either at the Commission's instigation or by request of the industry itself—is to get the industry to list those practices which are admittedly *unlawful* and then agree to avoid these illegal practices.

With this purpose there can be no quarrel. But the conferences usually have also a secondary purpose, and it is at a phase of this secondary purpose that Mr. Humphrey launches his stinging darts. Under this secondary object, those who attend these Trade Practice Conferences customarily draw up a list of practices which, while *not* unlawful, do not tend to advance the economic interests of the industry. These practices come under what is known as Group 2 of the Trade Practice Conference rules. When these practices have been condemned by the industry itself, at a Trade Practice Conference, and when this condemnation is accepted by the Commission, those members of the industry who have approved are expected to refrain from indulging in the condemned practices.

It is necessary to reiterate that

these practices are not legally defined as unfair methods of competition. They are simply those trade nuisances which exist in almost every industry. But, according to Mr. Humphrey, once a Trade Practice Conference has condemned them, and this action of the Conference is accepted by the Trade Commission, then, under a new rule of the Commission, a lawful practice is deemed to be unlawful simply because of this Conference action and the Commission may issue cease and desist orders against violators on the grounds of unfair competition.

The new rule to which Mr. Humphrey refers was passed on October 1, 1928. This is how it reads:

"That the clandestine violation of any of said resolutions, those accepted by the Federal Trade Commission merely as expressions of the industry as well as those approved by said Commission, shall be deemed unfair methods of competition."

Now let Mr. Humphrey proceed with his talk.

* * *

This resolution refers to what is known as Group 2 of the Trade Practice Conference rules. These rules forbid what the Commission has heretofore considered lawful. They refer to economic and ethical questions, and not to unfair methods of competition.

This resolution makes an act, not in itself unlawful an unfair method of competition, and if such rule is violated clandestinely the Commission will attempt to enforce an order to cease and desist against the party so violating it. It makes unlawful what has heretofore been lawful.

Why was this action taken? There seems ever to be a desire on the part of Governmental departments and Governmental bureaus to increase their jurisdiction; to reach out for more power; they are never satisfied. This is a natural result of the bureaucratic system. It is especially true with those who have been long in departmental service, and particularly those who have never had any experience ex-

cept from the Government side. They become imbued with the bureaucratic complex and with the idea that a man brought up in a Government office knows much better how to run any business than the man who owns it.

The Federal Trade Commission is not entirely free from this urge. Notwithstanding the wonderful success of the Trade Practice Conference, the feeling that we should have greater control over business, for the good of business, was ever with us.

There has been quite a widespread feeling that the effect of this resolution will largely injure, if not completely destroy the Trade Practice Conference system. It has alarmed business. It is believed that business and the legal profession will not look with favor on this attempt of the Commission to increase its jurisdiction and powers; that business men will hesitate in entering a conference, which may result in yielding some right that they now have.

Several lawyers have already advised their clients to keep out of conferences as long as the Commission maintains its present attitude. While they think the position of the Commission is a legal absurdity and the whole matter simply a humorous gesture, still they advise their clients against placing themselves in a position where they may be made parties to the litigation that may grow out of the situation. Many business men will take this advice of their attorneys—quite naturally, and I cannot say improperly, for business fears litigation above all things else, except bankruptcy. Often the two are synonymous.

Heretofore we have only attempted to enforce the observance of rules in Group 1, not because they had become rules, not because they had been approved by the Commission, but because the acts that they prohibited were unlawful practices and condemned by the statute. In other words, we never have attempted to enforce any rules, but simply to prohibit the violation of the law as it now exists.

To state the proposition in an-

Bundscho has always set the typographical pace for the nation. And now with a brand new shop to serve you better and the air mail to cut down delivery time, no American advertiser is too far away to enjoy the benefits of Bundscho service



J. M. BUNDSCHO, INC.
Advertising Typographers

65 EAST SOUTH WATER STREET
CHICAGO

HERE TYPE CAN SERVE YOU

other way, so that you may know the exact question involved: Under this resolution the clandestine violation of a rule adopted by a conference and approved by the Commission becomes unlawful, although the practices prohibited by it are now lawful.

The underlying principle is this: That a rule against action now perfectly lawful, when approved by the Commission has all the power of a statute enacted by Congress. The Commission not only assumes the omnipotent power to make laws but also the power to enforce them. We are the legislature—the judiciary—and the executive. We supersede Congress and the courts, and the President. I hope that we have assumed these remarkable powers with becoming modesty and humility.

We have this advantage over Congress. We do not have to run any risk of having our legislation vetoed—nor is there any danger of disapproval being expressed at the polls.

This is the performance: the Commission calls together in a private conference, a group of private citizens who adopt certain rules with reference to their private business. If upon these rules the Commission places the stamp of its omnipotent approval, by that fiat they are changed into laws with all the force and effect of an act passed by Congress and signed by the President. The citizens throughout the United States are bound by them and the strong arm of the Government will be used to enforce their observance. Imagination cannot picture a more farcical proposition. What a theme for a comic opera!

Somehow I have some misgivings that the President, the courts and Congress will look with entire approval upon this bloated greatness that we have so suddenly assumed.

This resolution was passed by a three to two vote. It involves purely a question of law. The deciding vote was cast by the farmer member of the Commission, who would be the last to claim that he was a lawyer. I confess that under the circumstances this action does

not bind my conscience nor appeal to my judgment.

This action creates a new legislative body.

It gives to acts of private citizens, when approved by the Commission, all the force and dignity of Congressional enactment.

It makes the clandestine violation of a private contract an unfair method of competition.

It makes what is a lawful practice in one industry, unlawful in another.

It gives every industry the right to make its own laws.

It creates a situation where what is lawful today may be unlawful tomorrow.

To the making of laws, there now seems to be no end, but if this action of the Commission is upheld, it would increase the output beyond computation. Every little industry, even of two or three individuals would gather together and pass laws that they believe would be to their advantage. The public interest would be entirely lost sight of.

Like all propositions that are fundamentally unsound, follow it in any direction and it ends in absurdity.

It makes it lawful for those who stay out of the conference to do certain things that it is unlawful for those who join the conference to do.

It places a premium on the "bushwhackers" and pirates of business.

It gives special privileges to the very class that we desire to control and suppress.

It gives to those who will not approve the action of a conference an unfair advantage over those who do.

The majority in passing this resolution said there was doubt as to its legality. I think they are mistaken. I think those who voted for this resolution stand alone in the doubting class. My judgment is that lawyers generally have no such doubt. This doubtful question the majority says should be speedily determined in the courts. But how can this be done? So far they have failed to even attempt to give an answer to that

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**4 YEARS of
LEADERSHIP**

*Covering the
entire
Chain Store
Field*

Write for our facts!



Who wants shucks and all?

CORN comes on cobs—and in shucks.
But no one cares for corn *au naturel*.

The sweet, juicy kernels are what we are all after.

Same way with markets. It's the net, and not the gross, that's really worth while.

Particularly in the New York market . . . the biggest market in the world . . . the one with the *most* gross, the *most* net, the *most* worth while, the *most* worthless.

One newspaper has been selected by more than 300,000 families. Three hundred thousand families of sane, sensible, money-making, money-saving, English-speaking citizens who read it every day.

We do not claim that the Herald Tribune reaches every single family in New York which is worth reaching. But we know this—that nearly every single one of the families the Herald Tribune does reach is worth reaching.



Worth it because all these families have buying power and use it. Worth it because these families are the kind dealers buy for—the kind masses pattern after.

Think of this:

In the highest-type residential districts of New York City, such as Park Avenue, Riverside Drive and the Upper West Side, where the average yearly buying power is \$6200, 24% of the families read the Herald Tribune.

Whereas in another district of opposite character, where rents are very low, and the average buying power is but \$1599 a year, only 1% of the families read the Herald Tribune.

Or take one of New York's wealthy suburban districts, Westchester County. The average family buying power is just over \$6000 a year. Twenty-two percent of these families read the Herald Tribune.

Such distribution is typical of the Herald Tribune's entire circulation — over 300,000 weekdays and 400,000 Sundays—heaviest concentration in the better-class districts, lightest in the poorer districts.

A manufacturer of oil burners ran a full page in the Herald Tribune! He reported 2,100 inquiries.

That's the kind of response to advertising that has jumped the Herald Tribune, in three years, from 18th to 3rd place in national advertising among all American newspapers.

Write us for a copy of the Herald Tribune book, "A City Without Slums," containing facts about the New York market of interest to all advertisers.

NEW YORK Herald Tribune

SA FRANCISCO
Verree & Conklin
681 Market Street

NEW YORK
225 West 40th Street

BOSTON
Carroll Judson Swan
931 Park Square Bldg.

DETROIT
Woodward & Kelly
Fine Arts Building

CHICAGO
Woodward & Kelly
360 N. Michigan Avenue

PHILADELPHIA
Kelly-Smith Company
Atlantic Building

question. The majority places great emphasis on the word "clandestine." It is the "clandestine" violation of the rule that they claim makes it unlawful. A violation openly is not unlawful. Secrecy is the essence of the inquiry. If the Commission issued an order against a violator, it will be not to cease and desist from violating the rule, but to cease and desist from clandestinely violating it.

When it has been discovered by the Commission and it has published the fact to the world, and has produced evidence to sustain it and necessary to furnish the foundation for such order, all of which they must do before taking any steps against it, can it be said that the violation is any longer clandestine? This is the only recorded instance where wrong is changed to a virtue by being found out. Whenever we have facts sufficient to issue an order against one to stop violating a rule clandestinely, has it not already ceased to be a clandestine act?

How can a man continue to practice a method of unfair competition clandestinely after the Commission publishes to all the world that he is doing it? If it is generally known that a man is following a practice, is he following it clandestinely? He could do it before discovery clandestinely, but not afterward. The Commission could never issue a complaint to cease and desist from following a plan clandestinely for the very issuance of the complaint would destroy all secrecy and render the practice no longer clandestine or unlawful. No one could violate an order based upon such complaint if he tried, because by the time this was done, by the publicity that the Commission gave his action, it would be made perfectly lawful. If he does not violate the order he cannot be brought into court under the Federal Trade Commission Act. The very use of the word clandestine makes it impossible to ever have a judicial decision upon the question involved.

The proposition that the Commission, a public body, the acts of which are open to the widest pub-

licity, can issue a valid order after complaint and trial against anyone to cease and desist from following a plan of unfair competition clandestinely, is impossible, and the mere statement of the case shows the ridiculous absurdity of the proposition. As well say that a bank could advertise in the papers that on holidays it would clandestinely keep open its doors.

This is one case where publicity completely cures the evil. Publicity destroys the "clandestine." In sum, the question involved amounts to this: It is impossible for the Commission to issue a valid order to cease and desist from doing a thing clandestinely.

Remember the Commission has none of the powers of a court to punish. It cannot punish for acts done. It cannot tell a violator what to do. It only has power to stop. Automatically a violator stops following a practice clandestinely when he is discovered, and we must discover him before we can order him to stop. Of what force and effect is such an order and how can it be violated?

Again, any party has it within his power at will to defeat any action the Commission may bring against him under his resolution. The heart of the action is the violation of a rule of a conference to which the party proceeded against belongs.

It is admitted by all that any member has a right to withdraw from such conference at any time he pleases. To illustrate: The Commission brings suit against a member for the clandestine violation of one of the rules of the conference to which he belongs. The Commission serves the complaint upon him. He has thirty days in which to answer. He answers that he is no longer a member of the conference. That answer is good. The Commission no longer has jurisdiction over him. That absolutely ends the matter so far as the Commission is concerned. He can thereafter follow the practice openly or clandestinely as he pleases.

I apprehend that this is exactly the action a party will take on all

occasions to save the cost and annoyance of litigation, whether he has been guilty or not of the practice charged in the complaint.

I do not think that anyone will ever be brought into court for violating the new rule promulgated by the Commission. I think that the position of the Commission in this matter is so untenable that it will never even attempt to enforce it. I do not think it can possibly get the question involved into court, even if the Commission were to try, for the reasons already pointed out. I think that when it comes to the test it will not even try to get an order against anyone violating this provision.

This is the rock upon which I base the assertions I have made, and against that rock all the sophistry and all the ingenuity of those grasping for greater jurisdiction and more power cannot prevail; and that is, that the Commission's power and jurisdiction is just the same today as when Congress passed the act creating it, and will remain the same until Congress changes the law; that the Commission cannot add to or take from that law.

The Federal Trade Commission is a creature of Congress. It is a mere ministerial body. It has no equity jurisdiction of a court. That it can legislate; that it can make laws, or can make unlawful that which is now lawful, or lawful that which is now unlawful; that it can make a method of competition that is now fair, unfair, is a proposition so utterly untenable that any argument upon it only increases its supreme absurdity. I apologize for discussing the question at such length but it takes so many more words to explain the perfectly obvious.

My purpose today is to reassure the business of the country insofar as I can in order that the Trade Practice Conference may not be destroyed.

I do not hesitate to say that this action taken by the majority, in my judgment, is of no force and effect whatever, and that any citizen may entirely disregard it without danger.

The chances of any business man

ever getting in trouble by taking part in a conference because of the recent ruling is remote, shadowy and intangible. I believe that this will be the position of the bar of the country when they thoroughly understand the question. I do not anticipate any such result but if this action, which in my judgment was most unfortunately and unwisely taken by the Commission, should result in the destruction of the Trade Practice Conference system, I know that you will agree with me that it will be a nation-wide business calamity.

Gilbert Clock Sales Increase

The William L. Gilbert Clock Company's 1928 sales are running far ahead of sales for 1927. Norman L. Stevens, general sales manager of the company, when asked for the reason for this increase answered in an article, "What Makes a Successful Selling Organization?" which will be found in this issue of *PRINTERS' INK*, on page 33. This article is more than an explanation of this year's sales increase. It is an unusually thoughtful and comprehensive outline of the factors that make successful selling.

"Drug Trade Weekly" to Be Separate Publication

Drug Trade Weekly, New York, formerly combined with the *Pharmaceutical Era*, will be published as an independent weekly, beginning with the December 15 issue. F. Harry Ansbacher, formerly with the *New York Times*, is business manager and Magnus Bredenkamp, formerly of the *New York American*, is editor.

Shell Petroleum Appoints D'Arcy Agency

The Shell Petroleum Corporation, St. Louis, has appointed the D'Arcy Advertising Company, Inc., St. Louis, to direct its newspaper, farm-journal and trade-paper advertising. The Shell Petroleum Corporation refines and markets Shell gasoline, motor oil, tractor oil, kerosene and a line of by-products under the Shell trade-mark.

A. D. Sniffen Joins Street & Finney

A. D. Sniffen, formerly window display artist for the Brooklyn Union Gas Company, Brooklyn, N. Y., has joined the art department of Street & Finney, Inc., New York advertising agency.

Who reads it?

—the question of first importance about any publication. Not "how many people get it?" or even "how many people read it?"—and there is a big difference between these two questions—but "who reads it?"

TAKE Women's Wear Daily, the great newspaper of the cutting-up, wholesale and retail trade, with its more than 30,000 net paid circulation every week-day in the year. An extensive system of questionnaires, analyzed and tabulated by the latest statistical methods and machinery, furnishes a complete and accurate picture of its readers.

14,608 net paid copies go to stores or individuals in the retail trade. These 14,608 copies are read regularly by 55,460 persons. With the exception of its sister publication, Women's Wear Magazine, we do not know of any publi-

cation in this field which offers a definitely ascertainable net paid circulation in the retail trade to equal this.

3,290 copies are read by 9,911 individuals in the wholesale trade, an average of over 3 readers per copy.

8,030 copies are read by 29,572 individuals in the cutting-up trade—converters of textiles into garments—an average of 3.68 readers per copy.

1,437 copies are read by 5,227 individuals in mills, an average of 3.64 readers per copy.

Even more enlightening is the classification of readers by occupation as shown at the right.

WOMEN'S WEAR DAILY
The Retailer's Newspaper
30,194 net paid (ABC)

FAIRCHILD'S INTERNATIONAL
MAGAZINE (PARIS)
An International Textile and Style
Monthly—8,000 distribution

WOMEN'S WEAR MAGAZINE
The Authority on Feminine Styles
21,348 net paid (ABC)

MAN—and his clothes (LONDON)
British and Continental Style News
11,000—over 9,000 net paid

	Retail	Wholesale	Cutting-up	Mill	Total
Owners, Partners, Presidents	12,236	3,433	9,147	1,260	26,076
Vice-Presidents, Treasurers, and other Officers . . .	3,162	1,190	2,863	832	8,049
Merchandise Managers . .	4,919	376	1,571	342	7,208
Advertising Managers . .	3,503	277	909	202	4,891
Superintendents or General Managers	2,598	238	1,163	423	4,424
Salaried Buyers	8,493	610	1,737	124	10,964
Controllors	788	41	164	33	1,026
Credit Managers	1,309	410	1,898	239	3,856
Designers	3,723	323	4,050
Display Managers	1,839	27	1,886
Sales Persons	15,382	2,760	5,639	1,355	25,156
Delivery Managers	162	14	423	18	617
Personnel Managers	1,049	535	311	72	1,967
	55,460	9,911	29,572	5,227	100,170

Further data on the reading habits of retail, wholesale and mill executives is available in the complete report called "Preliminary Analysis of Women's Wear Daily Circulation," available on request to our Market Research Department.

The FAIRCHILD PUBLICATIONS

8 EAST 13TH STREET

NEW YORK

CHICAGO BOSTON

PHILADELPHIA

WASHINGTON

ROCHESTER

ST. LOUIS

LOS ANGELES

PARIS

LONDON

BERLIN

DAILY NEWS RECORD

Textile-Apparel News and Ideas

13,234 net paid (ABC)

MEN'S WEAR

The Men's Style Authority

14,381 net paid (ABC)

FAIRCHILD BULLETINS

LONDON—PARIS

FAIRCHILD TRADE DIRECTORIES
of the Textile-Apparel Field

FAIRCHILD TEXTILE-APPAREL
ANALYSIS



~ hitch



HOOTING out from a brilliant past, on January 5th, 1929, a publication of the first magnitude flashes on the merchandising vista. Sighted five years ago when it came into being as a service in the Saturday edition of Women's Wear Daily, this new star in the Fairchild constellation has steadily increased in size and brilliance, until it now commends itself to an enthusiastic readership under the name of

RETAILING

More than 40,000 store owners, store managers and other major executives have followed its course—and will continue to follow it. For they have found in its columns a wealth of information on all the phases of merchandising and management they have deemed vital to their retailing life. Manufacturers, too, have been ever watchful of it—alert to what the retail stores are buying and selling.

RETAILING

is a name of vast significances—and purposely so. For no other could adequately cover the multiplicity of data on advertising and promotion, merchandising and selling, management and control, delivery and warehousing, lighting and display, equipment and supplies—and the countless



merchandising horizon

ch your wagon to it!

other phases of retail operation which go to make up the daily round of a store's existence.

RETAILING

in addition, will cover the vast field of the chain store; it will deal with modern art and interior decoration, home furnishings and electrical appliances—all in a manner that will appeal to the buyer and merchandiser, the store owner and store executive. These are the things that have created a reader interest among a large and responsive audience—an interest which can be capitalized for your advertising purposes.

Office equipment, lighting and display fixtures, delivery and warehousing equipment, wrapping supplies, accounting machines, showcases, pneumatic tubes, escalators and elevators—these are only a few of the commodities for which the retail store is a tremendous purchaser.

RETAILING'S readership is receptive. Hitch your wagon to this new star in the merchandising firmament. Be in at the start—January 5th, 1929—a new medium with a new sales impetus for the New Year.

Advertising Department

RETAILING

FAIRCHILD PUBLICATION
8 EAST 13th STREET, N.Y.C.

Selling by Eye as Well as by Ear

A Charted Sales Talk Helps This Salesman Get His Message Over!

By J. S. Conover

Salesman, Fisk Tire Company, Inc.

PROBABLY the merits and faults of the "planned" sales talk will be debated by salesmen and sales managers as long as we have salesmen. It is obvious that the salesman must know what he is going to say before he says it, but I believe that the weakness of the memorized talk is that it tends to appeal through the prospect's ears rather than through his eyes. My experience convinces me that visual reception of a message is quicker and more potent than merely the spoken word. I believe that the psychologist would endorse this principle.

It is possible to combine the visual with the auditory appeal in the prepared sales talk. Personally, I use a very carefully planned talk that has proved of immense value to me, and may be interesting to others. I do not go so far as to repeat it by rote; it isn't built that way. It is contained in a little loose-leaf notebook that permits me to make addendums and changes from time to time, so as to keep it always fresh and up-to-the-minute. This is important, for my territory is limited; hence, I make repeat calls on my customers at regular intervals.

This notebook is carefully compiled so as to include every possible sales argument in logical

sequence, to conform to the tried and proved principles of selling—getting attention, creating interest, inspiring a desire and closing. Much of this consists of outlined

points to jog my memory and alleviate the danger of omitting anything vital.

No one can conceive of a written or outline sales talk to which the salesman refers as would a minister during his Sunday morning sermon. This purpose of my notebook is merely incidental, for interspersed with the sales arguments are illustrative charts prepared particularly for the benefit of the dealer. The notebook is the focal point of the dealer's attention. It is more intriguing than a piece of merchandise, for it represents an unknown quantity. Once the dealer has become interested in the contents of this book he can hardly wait for me

to turn over the next page. No danger of his mind straying to the golf links or last week's fishing trip.

Regardless of who writes it, I believe the written word carries more weight than the spoken; hence I endeavor to present all my major arguments in written form. Should I meet a doubting Thomas, I am always ready to give authority.

I do not obviously call attention

Statistical charts and tables fascinate most people. Retailers, generally, are even more interested in this "compressed" information than those of us who are forced to study it almost daily—especially if the data concern their own business welfare.

The author of this article, a salesman, has taken advantage of this natural interest in tabulated figures and uses it in his selling. But he doesn't force statistics down the dealer's throat—he arouses the dealer's curiosity first, and makes him want the information.

Mr. Conover's method of working is worthy of study by sales managers. His plan could easily be adapted to the selling of almost any product or service. There is a wealth of material available (much of it to be found in business papers) which probably would be of real value to salesmen's prospects and that would help sell your goods.

to these charts with the idea of forcing them down a prospect's throat; I let him take the initiative. I see to it that the book is in line with the dealer's vision. Then as I carelessly turn the pages, I stop at a page containing the chart that I want to present. He sees the diagrams and the figures, and invariably he'll get curious and speak up: "What have you got there?" That's the cue for both barrels—the eye and the ear.

For instance, for the dealer who protests that there is no market for tires in substantial volume, I have a diagram chart showing the number of motor vehicles in operation in the country; the number of new cars, used cars up to five years old, the number in operation in his particular territory, and so on. The spoken figures don't mean half as much as a graphic presentation of totals in black and white. That effectively meets this particular argument.

Again the charts may have no particular bearing on the merchandise I sell, but are presented merely to get interested attention by giving the prospect valuable information. For example, I find that the dealer who is slipping is interested in a chart I have titled, "What Drives Customers Away?" This information I secured from the Harvard Bureau of Business Research.

The dealer looks at this chart and sees that 32 per cent of the loss of business throughout the United States is due to indifference; 8 per cent to insolence; 20 per cent to incomplete stock; 18 per cent dirty store; 22 per cent to lack of individuality. This gives him something to think about. To make an even stronger impression than the bare figures, the percentages are presented in variously shaded proportionate squares in column form, so that the relative importance of the various factors can be seen at a glance.

Or, if a dealer is susceptible to a bit of vanity, he may be interested in a chart that gives the relative value of the head of the firm as compared to other factors

of successful merchandising. He notes that 5 per cent of a business success is due to quality of goods; 12½ per cent to price; 12½ per cent to advertising; 20 per cent to location and 50 per cent to the dealer's own personality. If you don't think the retailer is interested in such statistics, just try it once. Sometimes the shortest way to an order is the longest way around—via a little interest in his business aside from the line you're handling.

If I have a little difficulty getting a dealer enthused about window display, I inject a stimulant in the form of a tabulated synopsis of an article I read in a business journal on this subject. A druggist decided to test his windows by omitting the trim for a week. The results are charted as follows: The volume of specialty sales fell off 41 per cent; candy, 32 per cent; rubber goods, 22 per cent; toilet goods, 18 per cent; soda fountain, 14 per cent; stationery, 10 per cent; prescriptions, 2 per cent, representing a total loss of volume for the week of \$3,000. It is difficult for a dealer to face these figures and still maintain that window trims are not important. I might use adjectives until the cows come home, and not convince him as well as do these charted figures.

A CHART FOR FAILING DEALERS

I have another chart for the dealer who is going into the red and can't find the leaks. The Harvard Bureau of Business Research has compiled figures relevant to the average expense of tire and automobile accessory stores throughout the United States, viz: 1 1/10 per cent of the volume is net profit; 3 2/10 per cent, rent; 7 2/10 per cent, salaries; 4/10 per cent, heat and light; 1 5/10 per cent, advertising; 1 1/10 per cent, deliveries; 4/10 per cent, supplies; 1/10 per cent, insurance and taxes; 8 3/10 per cent, general overhead; 4/10 per cent, depreciation; 1/10 per cent, bad debts.

These figures permit the dealer to make comparison of average conditions with his own to the end

that he may discover the weakness of his own business.

The charts described are merely typical of the means I find effective in making a visual as well as an auditory appeal by the sales talk. Of course, it may be said that the sample case—the actual merchandise to be sold—serves this same purpose. It does. But often the samples are a distracting influence in a sales talk; the dealer's mind is centered on their physical properties—the texture, the color, the design and so on, rather than on the more important phase, "Will this merchandise make me money?"

I am old-fashioned enough to believe that the time-honored steps of selling—attention, interest, creating desire, resolve to buy, closing—should be the basis of every sales talk. The dress may vary, but the skeleton should be there. I use this pattern.

In most cases the vulnerable point in a man's defensive armor is his personal pride. Hence, I often use this as the fulcrum of the first point—getting attention. For instance, I may make an approach something like this: "Most salesmen would have you believe that their line is the whole thing. That's not my idea at all. I ran across some figures the other day that substantiate my views." I then present my chart called, "What the success of a business depends on," which holds that the head of a business is the big thing. The dealer likes to have the value of his personality emphasized.

It has been my observation that this approach wins attention invariably, although I may start at another point and come back to this.

Then I go on to say that there is more profit in handling the Fisk tire than any other; but the Fisk tire or any other tire is *not* as important to the business as *he* is. "Your value to this business is worth a proper return of salary and profits. If you are not making both, Mr. Jones, your business should be analyzed." I tell him that my object is not primarily to sell him tires, as he usually has

plenty, but to sell him ideas, and to show him that I have ideas that will help and assist him in merchandising tires or anything else he may sell, on a basis which will give him a fair profit and materially increase his sales.

I want to emphasize that one major value of charts is that if any particular point is contested or should start a discussion, I can readily come back to the point in question, and continue to sell an idea. The charts are not only authoritative, but focal points in the sales talk that enable me to orient myself, regardless of interruptions or digressions.

In arousing interest I use the chart entitled, "Average Expenses of a Tire and Accessory Store." This impresses the dealer with the fact that I am not merely selling tires, but have valuable information from which he may learn something worth while. Obviously, I am creating confidence as well as interest, and both are closely associated to my mind.

While the dealer is examining this chart, I take the opportunity to talk the advantages of my line. I try to give the dealer the impression that Fisk is necessary to his success. I conclude by saying that "it isn't every dealer who can put Fisk quality over." I usually get a rise out of the dealer here, which gives me the opportunity to explain that we educate and give sales ammunition of a different character than other manufacturers. That naturally leads up to the next chart, "What Drives Business Away?" "To build successfully you must examine the weak spots in your organization. You absolutely need good methods and assistance to make money. You also need a good line of tires. In determining the worth of a line, upon inquiry of the dealers and vulcanizers, you will learn the worth of Fisk tires." Then the old reliable testimonial comes into play. The more the better. Many dealers are sold directly through my testimonial file, for this evidence comes from an unbiased source.

These testimonials really constitute the next step in selling—

6 Out of Every 10 Subscribers Renew Every Year!

A SIXTY percent renewal record is a proof of *sustained* reader interest which few periodicals indeed can boast.

Advertising in a medium of such unusually stable circulation has a *cumulative* value which cannot be over-estimated.

Vital from the sales standpoint is the fact that this circulation represents a hand-picked market of 84,000 community leaders throughout the United States—bankers, business executives, professional men, public officials—people in the \$10,000-a-year-and-up income class. Among them you will find your best prospects, not only for business equipment and industrial commodities of all kinds, but also for every type of product which appeals primarily to people of means and good taste!

*"The Voice
of Authority in
the Industry that
is Fundamental
to ALL Industry"*

Here is a medium uniquely suited to the needs of advertisers who recognize the value of consistently courting the confidence of the few who sway the tastes and the opinions of the many! And the cost of placing a full page message before this influential group of 84,000 leaders is only \$650 per issue!

C. G. WYCKOFF, *Publisher*

MAGAZINE & WALL STREET

42 Broadway, New York
(Member of Audit Bureau Circulations)

Advertisers Who Realize That~
NOW Things Are DIFFERENT
in St. Louis



CHAS. P. FORBES

Vice-President

JAS. H. FORBES TEA & COFFEE CO.

In the 11 months of 1928, the James H. Forbes Tea & Coffee Co. placed 16,924 lines of advertising in The St. Louis Star—a volume greater by 9,358 lines than that placed in the same period the year previous, and practically *three times the amount published in all other St. Louis newspapers combined.*

The increased lineage placed by this advertiser is a part of the total advertising

GAIN OF
1,373,418 LINES

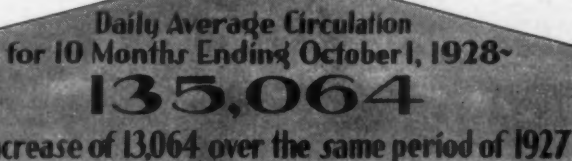
— BY —

THE ST. LOUIS STAR

From January 1 to November 30, 1928.

National Advertising Representative
GEO. A. McDEVITT CO.

... Certainly gratifying to The St. Louis Star and
of significance to ALL national advertisers.



creating conviction. The prospect knows many of the men whose statements and signatures he sees.

Conviction leads to a desire to buy. I then summarize in a general way the points already discussed—quality, consumer demand, complete line, testimonials, the potent national advertising, "Time to Retire" in all the principal advertising mediums regularly and consistently. "You are handicapping your best efforts by not carrying a complete line of Fisks."

A HARD SPOT IN THE INTERVIEW

Note, that up to this point in the sales talk I have not asked the dealer to buy anything. Nevertheless, he should be sailing along toward the dotted line, ready to go. Generally the prospect is waiting for me to ask him to buy. However, I am not quite ready, and I review some of the vital points again. This is a particularly hard spot in the interview, as the dealer realizes that I am after his pocketbook, and I am very careful to carry him to a point where I am ready to dictate terms. In a proper receptive mood, he will probably ask, as often happens, "What do I have to do and how much do I have to buy to get your line?"

At this point I usually bring up the chart on "Where the Market Is for Tires." Next I present a chart showing the "Percent Tire Movement by Months." This chart is shown at a very opportune time, for the prospect is already planning the amount of his purchase, and can gauge it through these statistics. Again the visual aspect of selling proves valuable, for the charted figures are the focal point of his attention; he cannot be disturbed by distracting side issues. Like the crystal gazer, the prospect's eye is riveted to a concentrating point. With this chart before us, I can better offer constructive ideas on what he should buy and why he should buy.

This is the all-important closing point. I hit and hit hard because he is ready now—even the toughest one. I have either sold the

prospect or else he is a dead one. In the same manner that personal pride is valuable in the approach it is sometimes equally potent in the closing. For instance, "The most productive work is headwork. First, in selecting a line that will most fully permit your *personality* to produce; second, in planning a worth-while and growing campaign of effort which will produce profit for you." The inference is that the dealer knows how to use headwork.

If for some reason the dealer wants to wait a more favorable time, I make a great effort to plant an idea that will stick in his thoughts until I return. However, I find that the average dealer doesn't forget my sales talk, because it concerns *his business* as well as my line.

If I don't get an order, I smile about it, even if it is necessary to stretch my face. For the man who does not give me an order will remember me as a good sport. Nobody can get all the business in the world.

Repetition of this sales talk does not hurt it in the least. Every time adds a little more conviction, for the salesman is selling himself as well as the prospect. When the salesman is able to steer the current of thought to net profit, quick turnover, means of increasing volume through window display, advertising and so on, he is closer to an order than if the talk merely revolves around the merchandise as such. The latter is merely a means to an end, and my visible charts never for a moment permit the dealer to forget the ultimate motive of buying my goods—making a profit through proper lines and efficient sales management.

Fro-joy Ice Cream Account to Erwin, Wasey

The General Ice Cream Company, New York, has appointed Erwin, Wasey & Company to direct the advertising account of Fro-joy ice cream.

A. E. Story, Jr., with Hancock Payne Agency

A. E. Story, Jr., has joined the Hancock Payne Advertising Organization, Philadelphia, as vice-president.

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There are **100,000** more

customers in

Portland, Oregon

than in

Birmingham, Alabama

And that's not discounting the value of Birmingham as a market. It just shows in another way the tremendous size of Portland, Oregon, and its desirability as a market.

360,000 prosperous people live in Portland, the jobbing center for the entire Oregon country, in a state which ranks fifth in the United States in per capita wealth. Good merchandise finds ready acceptance in Portland. It is a big market that can be covered profitably and speedily. The Journal going into 3 out of 4 of these prosperous homes, sets this market apart for you. Facts and figures will be supplied you upon request.



The JOURNAL Portland, Oregon

REYNOLDS-FITZGERALD, Inc.
Special Representatives

NEW YORK 2 West 45th St.
CHICAGO 203 North Wabash Ave.
PHILADELPHIA 1524 Chestnut St.
SAN FRANCISCO 58 Sutter St.
LOS ANGELES 117 West Ninth St.

SEATTLE . . . H. R. Ferriss, 3322 White Bldg.



"Best Foods" In Thee

SINCE 1924 "Best Foods" have been very successful in the Street Cars of the Pacific Coast. As an example, the Pacific Coast sales on one item jumped from 40,000 cases for the peak month of 1924 to 250,000 cases for the same month of 1928.

And now Best Foods is a National Street Car Advertiser. A new long term contract has just been

STREET RAILWAYS

As a Relish or Appetizer

Best Foods

CANNING

BREAD - BUTTER
PICKLES

Fresh and spicy ~ with that old fashioned tang



Best Foods

Street Cars Everywhere

designed covering every Street Car city in the United States.

The influence of Street Car advertising is continuous—not once a month or once a week, but every second, minute and hour of every day throughout the year. And the very low cost of Street Car advertising adds greatly to its attractiveness.

VERTISING COMPANY

Makes
good Salads
better!

Best Foods
GOLD MEDAL
Mayonnaise





New York Wins Again!

"A contract for 2,500,000 sixteen-page booklets was about to go out of New York when our Direct-Mail D. partment stepped in with a dummy incorporating several pertinent ideas. So convincing was the presentation that the contract stayed in New York"

—Extract from the Isaac Goldmann Company advertisement in *Printers' Ink* for May 31, 1928.

So favorable were the results of the first run of two and a half million that we have just received a contract for a second run of 3,000,000 copies against out-of-New York competition.

New York wins — again!



Isaac Goldmann Company

FOUNDED 1876

PRINTING OF EVERY DESCRIPTION

80 LAFAYETTE ST
NEW YORK, N.Y.

TELEPHONE
WORTH 6080

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Plans Made for Better Business Work with Publishers

On or About January 1, 1929, the National Better Business Bureau Expects to Carry Out Plan Against Fraudulent Advertising As Suggested in Periodical Publishers' Resolution

THE National Better Business Bureau is actively preparing to get into action on the work against fraudulent advertising which publishers have asked it to do.

In a resolution passed by periodical publishers at a meeting held in New York on October 9, 1928, under the auspices of the Federal Trade Commission, the National Better Business Bureau was asked to set up special machinery which would enable it to warn publishers against any fraudulent advertising which might appear in the pages of their publications.

Immediately after that meeting Edward L. Greene, director of the National Better Business Bureau, held a conference with William E. Humphrey, then chairman of the Federal Trade Commission, and with his help and counsel worked out the plan which the Bureau now hopes to put into effect on or about January 1, 1929.

This plan, at present, calls for the following line of action: The Bureau proposes to obtain copies of all periodicals published in this country. It will assign trained staff members to the specific job of going through the advertisements of those publications. They will be instructed to take from any publication any advertisements which, on their face, have the appearance of fraud. These advertisements will go to the controlling active heads of the organization, who will order an investigation of the products advertised if in their opinion such products are either frauds or are fraudulently advertised. Investigations will be made in the order of the degree of harm to the pub-

lic the supposed fraud may hold. The greater degree of harm that seems inherent in a particular fraudulent product, the more quickly that case will be investigated.

In all of its investigating work the Bureau plans to call for expert help from the Government and from private institutions. Its plan, in each case, is to go to those who are considered qualified to speak on that particular case.

Under the resolution in which it was called upon to do this work by publishers, it was agreed that after its findings are made the Bureau will give notice to the person or business complained against before warning publications against carrying the advertising of a particular product.

In cases which may arise where publishers persist in accepting advertising which the Bureau has warned against, the Bureau plans to report the matter to some Governmental law-enforcing body for action. Such action is incumbent upon the Bureau under the resolution passed by the publishers.

Campaign Starts on New York-Mid-West Air Service

Newspapers are being used in a campaign which has been started by the Universal Air Lines System, Chicago. Copy, which appears once a week in New York and Chicago newspapers, advertises a combined railroad and air service between New York and the Mid-West, especially New York and Chicago. This campaign is being directed by Lord & Thomas and Logan.

J. L. Prescott Company Account with Eugene McGuckin

The advertising account of the J. L. Prescott Company, Passaic, N. J., and Philadelphia, manufacturer of Oxol and other household specialties, has been placed with The Eugene McGuckin Company, Philadelphia advertising agency.

Appoint Rankin Agency

The Re-Nu Parts Corporation, Holland, Mich., has placed its advertising account with the Wm. H. Rankin Company, advertising agency.

Sea Island Beach, Saint Simons Island, Ga., has also appointed the Wm. H. Rankin agency to direct its Northern newspaper and magazine advertising.

The Real Battle of the Century

No Quarter to Anybody Who Manufactures Anything
We Ourselves Do Not Make

By Howard W. Dickinson

THE wise future pickers in advertising have, for some time, been predicting that the great competitive struggle in advertising is to be shifted; that when an industry is selling to consumer capacity, instead of competition between members of that industry, we shall see the whole industry competing with other industries for a still greater market.

Rival peanut packers will bury the hatchet they may have wielded against each other and against the packers of pecans or walnuts, forget the inter-nut superiority of peanuts in oil content and protein ingredient and join an "all-nut" movement against beef steak, rye bread and corn flakes. They will bury the hatchet because it is too small; they will need a huge double-bitted, electrically driven axe.

You get the idea. You have heard it before. A big skirmish in this world-of-industry war is now on.

We must deplore a manifest tendency to flippancy in discussing the serious battle between the American Tobacco Company and the candy makers. Such world-important questions as the efficacy and ethics of the "knock" are involved in it. The whole great question of the long-predicted inter-industrial advertising war is laid down here and awaits an answer. "Will candy make me fat and will Lucky Strikes make me short of breath?" have been mostly rhetorical questions heretofore. I didn't even want the answer if I happened to want to smoke Luckies or munch candies. Now I have got to have the answers (plural) crammed between my lips or down my throat.

We must be very serious about all this, for this war is not going to get the unpaid publicity which it deserves. How a bright reporter would like this battle as an assignment! But he won't get it.

This war is climaxing at an unfortunate time. Too bad Al Smith's platform couldn't have been, "Ah, cut out that kid candy and light a nail!" and that Herbert Hoover could not have promoted the noble experiment of a chocolate drop or two for dessert. Then the late campaign would have had an issue which every voter could have seen was a real issue.

Where is the chance of real publicity (unpaid)?

Shall we be forced to treat this war with philosophic contemplation and console ourselves with the eternal youthfulness of our Nation? "Isn't it wonderful that colossal industry can be so pure and simple of heart that their master minds of promotion and finance can forget the billions of their investment and their sales, can forget their age and dignity and engage in the lovely kid game of throwing mud balls with rocks inside?"

Big Business always does provide us with our playthings. We've been "owning the scenery" with our automobiles and "owning the air" with our radio sets for some time. What's new? Ah, a wonderful war! The populace must be entertained.

Page Tex Rickard and C. C. Pyle. Prize fighting has started to fade. Let's pick out two teams of logical contenders, feed one team on chocolate drops and bonbons; call this team A. Let team B eschew all sweetness and live on Luckies. Let us measure the increased girth of the carbohydrate eaters and see how much the extra fat will slow them up. Let us put a breath-pressure indicator on the nicotine inhalers and see how much the Lucky treatment will shorten their breath. Here we can throw a job to the statisticians.

The other day I heard a clergyman say "I fear indeed that our public, particularly its youthful

A BETTER YEAR FOR THE OIL INDUSTRY

The Oil Industry is in better shape today than for several years past and its profits should continue indefinitely.

Where formerly the industry produced and manufactured petroleum products without regard to the quantities needed by the public, and thereby repeatedly broke the market by over-production, it has now, at least in part, solved the problem of keeping its output in balance with consumption. In co-operation with the states of Texas, Oklahoma and California it has been able to apply with an encouraging degree of success constructive restrictive measures to new oil fields which threatened unneeded production.

In all divisions of the industry equipment manufacturers report increasing inquiries and purchases.

Edited from
TULSA, OKLA.
World Building
CHICAGO

35 East Wacker Drive
NEW YORK

342 Madison Avenue
HOUSTON, TEXAS

West Building
LOS ANGELES, CALIF.
Petroleum Securities Bldg.

PUBLISHED FROM
1213 West Third Street
CLEVELAND

NATIONAL PETROLEUM NEWS



Human Interest Insurance
Reader-Interest

portion, is become too sophisticated." Fear it not, Reverend Sir. No such thing is possible so long as our Masters of Industry keep their health and continue to reward the inventors of advertising schemes.

How *can* we become sophisticated? We do not dare.

Poor Richard Club Honors Curtis

IN commemoration of the 200th anniversary of the founding of *The Saturday Evening Post* by Benjamin Franklin, the Poor Richard Club, Philadelphia, tendered a testimonial dinner on December 7 to Cyrus H. K. Curtis, its publisher. The dinner was attended by more than 200 members and guests of the club.

As guests entered the clubhouse, "Deborah Franklin," impersonated by Beth Townsend, of the Franklin Printing Company, which was also founded 200 years ago by Franklin, presented them with seating lists printed from the press which was in Franklin's original printing shop. The dining room was lighted by candles. During the course of the evening, speakers reviewed events of the last two hundred years, emphasizing the efforts put forth by Mr. Curtis in developing *The Saturday Evening Post*.

Louis W. Wheelock, president of the club, presented Mr. Curtis with a Poor Richard gold medal which had been especially struck off for the occasion. In accepting the medal, Mr. Curtis dwelt on the history of *The Saturday Evening Post* from its establishment as the *Pennsylvania Gazette* in 1728, its purchase by him for \$1,000, his employment of George Horace Lorimer as editor at a salary of \$1,000 a year, down to the present day circulation and huge staff which the publication employs.

Wilfred W. Fry, senior partner of N. W. Ayer & Son, speaking for advertising agencies, regretted the fact that he was not a university president, as nothing would

please him more and nothing would be more deserving, he said, than to confer upon Mr. Curtis the degree of Master of Advertising. A poem entitled "An Anniversary Curtis-y," was read by its author, Robert H. Durbin.

The cover of the dinner program was a reproduction of the cover of *The Saturday Evening Post's* 200th anniversary number. Franklin himself was present at the dinner through Franklin Bache Huntington, a lineal descendant, who impersonated his forbear in costume of the Revolutionary period.

Rome Brass & Copper Merger Planned

Directors of the Rome Brass & Copper Company, Rome, N. Y., have approved a plan to merge with six other companies to form the General Brass Corporation. These companies include: The Taunton-New Bedford Copper Company, Taunton and New Bedford, Mass.; Baltimore Sheet Mill Company of the General Cable Corporation, New York; Rome Manufacturing Company, Rome, Michigan Brass & Copper Company and Higgins Brass & Manufacturing Company, both of Detroit, and the Dallas Brass & Copper Company, Chicago.

Factories of the constituent companies will continue to operate with unchanged management and each organization will be represented on the executive committee of the new corporation.

Trade Commission Goes In for Comic Opera

Federal Trade Commissioner Humphrey doesn't like certain features of the Trade Practice Conferences that are stirring up interest in many industries. Advertising agency executives will be bound to hear a great deal of "Group 2" of the Trade Practice Conference rules. They will want to know what a member of the Commission thinks of it. Manufacturers—of course—are directly interested. Read the article entitled, "Can the Trade Commission Make Unlawful What Is Now Lawful?" on page 93 of this issue of **PRINTERS' INK**.

United Cigar to Acquire Neve Drug Stores

The United Cigar Stores and the Whelan Drug Company have completed plans for the acquisition of control of the Neve Drug Stores, New York. A plan has been approved by Neve directors which will make the Neve Drug Stores a unit of the larger organization, after acceptance by stockholders, which will continue to operate separately. Mr. Neve will remain as president of the Neve stores, of which there are sixty-seven.

S²P*

-----a formula for selling

BEARINGS
CONTROL EQUIP.
PULLEYS...
MOTORS...
TOOLS...
SHAFTING...
WELDING EQUIP.
CONVEYORS...
TRANSFORMERS
WIRING...
SUB STATIONS...
SWITCHES...
FLOORING...
ROOFING...
PAINTS...
INSULATION...
LIGHTING EQUIP...
ELECTRIC
HEATING...
INDUSTRIAL TRUCKS...
BELTING...
PUMPS...
IN.

* Service-to-Production - the staff
which Modern Industry uses in its
organization to handle plant services

Industrial Engineering
New York City: (at house.)

will you kindly enlarge upon
your formula S²P for selling
such a product as -----

Yours truly
Mr. -----

Industrial Engineering is pub-
lished by McGraw-Shaw Divi-
sion, McGraw-Hill Publishing
Company, Inc.

What P

▽ ▽ ▽ ▽ ▽ ▽

FINE feathers never fattened a fowl any more than a good paint job ever increased the mileage of a car. Color isn't a substitute for power—the pulling strength of automobiles and publications is under the hood.

The fundamental strength of the American Weekly is in the engine—but we especially emphasize the use of color pages, because its presses are rigged to deliver three extra printings at practically the same price as black and white.

The difference per copy is so microscopic that an ordinary pencil can't figure the fraction.

We furnish color at the cost of the ink to print it—not at a forty, fifty, or sixty per cent premium.

The American Weekly sells readers, not presentation—it sells circulation, not decoration.

It sells metropolitan domination, territorial saturation, and selective concentration in the sixteen great cities and all the up-and-doingest towns of "Uncle Sam's ready-cash belt."

It offers mass, class and coverage in the centers of national distribution and in the strongholds of national wealth.

Its spread is confined to high-wage, big income, steady employment districts where the most and the best goods are consumed; where the most and the best stores are located; where larders, wardrobes, medicine cabinets and toilet tables shop every day regardless of rain, drought, timber cut, mine output, corn borer, boll weevil, frost or flood.

American Weekly folk won't spend a dollar more or less if copper rises or falls, or farm relief legislation passes or fails.

Year after year they absorb their expected share of car, cannery and cosmetic output—smoke as hard, dress as well, and indulge their whims and extravagances as usual.

Forty per cent of our population lives in communities of ten thousand and upwards. And the American Weekly averages a reader in every other household of these towns.

"Peacock periodicals" may spread their gaudy tales and

Price Color?

dazzle space buyers with fancier plumage, but when the returns are checked, sad-eyed balance sheets find that high-calendered stock and elaborate reproduction processes haven't yet managed to increase *per capita consumption* a tinker's dam.

Advertising's job is to *sell goods*, to secure the *heaviest orders* at the *lightest cost*, to reach the *most families* and the *most responsive families* at the *lowest rate*—which isn't a problem in art, but in merchandising.

The *successful printed page*, like the profitable shop window, must primarily *attract the crowds*. If it doesn't draw them it doesn't pay.

And the American Weekly is sold where the *crowds* are densest, where every other passer-by tosses a *dime* on the newsstand for the *only periodical* that ever attained *five and a half million circulation* without a premium, a clubbing discount, a subscription campaign, or a "won't you help" appeal.

The American Weekly hasn't a *competitor* within *comparison distance*.

Its *immensity* hasn't a *precedent* and its *pulling power* hasn't a *parallel*.

Its format, its editorial content, satisfy the *largest body* of readers on earth, and its returns *satisfy the dividend rate*.

What *more* can you ask for *your money*?

Sixteen thousand dollars per color page—and all the color the copy calls for.

THE AMERICAN Greatest Circulation in the World WEEKLY

Main Office: 9 East 40th Street, New York City

Branch Offices

Wrigley Bldg., Chicago	5 Winthrop Square, Boston	753 Bonnie Bese, Los Angeles
222 Monadnock Bldg., San Francisco		11-250 General Motors Bldg., Detroit
1138 Hanna Bldg., Cleveland		101 Marietta Street, Atlanta



90% of Argentina's Imports are Manufactured Commodities

Argentina, with the greatest per capita wealth in all the world, has an increasingly active market for all kinds of manufactured products.

Because Europe and America are becoming more and more industrial they make a heavier demand on Argentina's rich agricultural resources.

And in turn, Argentina, which is almost entirely agricultural, with no means of becoming industrial (due principally to lack of forests, iron and other mineral ores) must look to other countries for manufactured commodities.

American manufacturers are in a particularly advantageous position to go into Argentina markets easily—transportation facilities, favorable tariff, established confidence in American goods, American interests in Argentina, all have paved the way for the sale of new products.

La Prensa of Buenos Aires, South America's greatest newspaper, is the most influential publication in Argentina and is of course the logical medium for advertising. Its large circulation reaches the progressive element responsible for the rapid growth of this rich market.

JOSHUA B. POWERS

Exclusive Advertising Representative

14 Cockspur Street,
London S. W. 1

250 Park Avenue,
New York City

Another Product Wins Individuality

Indiana Steel & Wire Company Finds It Pays

By Harry Merrill Hitchcock

ONE of the oldest and surest rules for success in selling is to have something different to sell—in other words, something that makes it possible for you to impress the individuality of your product upon your customer. The hardest thing in the world to sell is an utterly featureless staple, because sooner or later, and usually sooner, selling it becomes a mere matter of price.

Not very long ago the Indiana Steel & Wire Company, of Muncie, Ind., woke up to the fact that one of its products which should have been a splendid and strong profit-producing item in its line, was being unanimously relegated by the trade and by the public to the class of featureless staples.

The item in question is woven wire fencing of the type generally known as "chicken wire," although used nowadays for many purposes having little relationship to chickens. The company discovered, once it took a look at the marketing situation, that in the eyes of both the public and the distributors, wholesale and retail, chicken wire was a staple. Not merely brands and brand names, but any distinction in wire or weave, unknown and unthought of.

Whether you needed it for actual chicken runs, or for enclosing a tennis court, protecting the flower garden, subdividing a playground or a kennel yard, or any other use which has been found for it, you simply ordered so many feet of chicken wire.

The retailer, taking his cue from his customers, also troubled himself no more than to order so many rolls of chicken wire from the jobber. And the jobber cared no more than the retailer who

made it or what the specifications were. The Indiana Steel & Wire Company found instances in which a jobber had made up a shipment that included the brands of no less than four different manufacturers.

There was a reason why this

Send for
**FREE Sample
Roll!**



Write now—today—for a
free sample roll of
U. S. POULTRY FENCE.
See for yourself why this modern,
straight-line poultry netting is
creating new orders for sales
and profits everywhere. Just
fill in and send coupon below
or write us your firm letter-head.



COMPARE U. S. Poultry Fence with
any other netting on the market!
See how uniformly it is made!
Note, that like in farm fence, the line
wires run parallel! Note, too, how the
interlocking hinge joints lock down line
wires together so securely that they can
not slip, spread or unroll!

This superior, modern construction
gives U. S. Poultry Fence the extra self-
seam which prevents sagging. It does
every work top rail and kneeboard. It
adds years to its life.

U. S. Poultry Fence, with all its out-
standing advantages, costs no more than
ordinary netting. Yet, because of its
ready sale it gives you greater opportunity
for profits.

If you are one of the remaining few
who are not "cubing in" on the amazing
demand for U. S. Poultry Fence, now
is the time to start. The coupon below
will bring you the Free Sample Roll
and complete information about this
profitable line.

Send and mail NOW!

Indiana Steel & Wire Company
Muncie, Indiana

U.S. Poultry Fence
The Netting That Stands a Lifetime

INDIANA STEEL & WIRE CO.,
Care Box, Muncie, Indiana
Send Free, immediate Sample Roll of U. S. Poultry
Fence and name of nearest dealer.

Name

Street Address

Post Office

Name

THIS ADVERTISEMENT SHOWS HOW THE FREE
SAMPLE ROLL OF U. S. POULTRY FENCE WAS
ADVERTISED TO THE TRADE

situation, once realized, made no hit at all with the Indiana Steel & Wire Company. This reason was that the company was making a brand of woven wire fencing that it believed deserved a better fate than to be lost in the Dead Sea of "chicken wire." In the quality of wire from which it was made, and in the pattern and the pains taken with its weaving, it had claims to individuality that the manufacturer believed the user would appreciate, if he had a chance.

There was no point in spending so much time, money and pains to turn out a superior product, if you then permitted everybody to ignore its superiority. And because everybody is too busy to bother about things of that sort unless you button-hole them, it became evident right away that the problem of impressing upon both the trade and the public the fact that the Indiana Steel & Wire brand of poultry fence wasn't just "chicken wire," was an advertising job.

A little more study and constructive thinking from the advertising angle resulted in the decision to try out a definite promotional plan for a period of six months, and if the results seemed encouraging, to go on from there. The job to be done, as far as possible, in this first six months, was set down under four heads:

- (1) To show the dealer that a much bigger market existed for poultry netting than he had ever realized:

- (2) To give him plenty of real, practical help in developing that market intelligently, once he saw the light on it:

- (3) To convince the whole trade that all "chicken wire" is not really alike, and that there is much more profit in learning the differences and educating the customer in them:

- (4) To get the dealer to specify U. S. Poultry Fence (the Indiana Steel & Wire Company brand name).

The first step in advertising was directed toward the dealer—not over his head at his customers. Apparently the company decided to go on the assumption that the hardware merchant who forms the backbone of its distribution structure is an intelligent man and one open to argument built upon practical business considerations.

It addressed him in a booklet—and a simple, unassuming and attractive one it is. Only pocket size, it has plenty of photographs; and it tells the story of woven wire fencing, first in the billion-dollar poultry industry, and then in a multitude of other fields. It

must be a practical certainty that some, at least, of these varied uses exist in any dealer's neighborhood and have been ignored by him.

Then followed a series of suggestions as to merchandising ideas which any dealer could try out without much trouble or expense, and which should open up these markets to him. There were several pictures of window and store displays featuring poultry netting. And finally, in the back of the book, was specific selling talk about U. S. Poultry Fence, and a summarized catalogue of the product.

This booklet was not only mailed to as complete a list of hardware dealers and closely allied retail lines as could be compiled, but was announced in trade-paper advertisements which told the dealer to watch his mail for it.

One month after this booklet went out, it was followed by the first of five broadsides at monthly intervals, in which the emphasis was gradually shifted from the general possibilities of the market for poultry fence, to the specific advantages to the dealer in the sales of U. S. Poultry Fence. Each of these also was accompanied by simultaneous advertisements in the trade journals.

Each booklet was accompanied by a letter and a return postcard which called for a free sample; and several of the broadsides also had sample cards enclosed with them. The samples used were just such as everybody uses—small, flat sections; bits of actual fencing snipped from the roll.

Then somebody had a better idea. About a year ago PRINTERS' INK told of a coal company in Cincinnati that put a priceless touch of individuality into its merchandising, by sending out samples in the form of a toy car-load of coal. In something the same fashion, the Indiana Steel & Wire Company decided to make up, as a sample, a perfect miniature roll of U. S. Poultry Fence, four inches high and which unrolled is a couple of feet long.

It proved to be the last little touch needed to make the whole plan a success. Everybody who

Records Never Beaten in ARGENTINA

LA NACION of Buenos Aires in a circular letter to the advertisers in Argentina, sums up its records for the first half of 1928, as follows:

1. First in number of display advertisements published, in all classifications.
2. First in display advertising lineage.
3. First in the quality and standing of firms and products advertised.
4. First in ratio of increase in display advertising lineage as compared with similar periods in previous years.

Ask us for a copy of the circular letter mentioned. It gives the reason for LA NACION'S leadership as above and also the service which LA NACION renders to all advertisers.

Editorial and General Offices in
the United States:

W. W. DAVIES

Correspondent and General
Representative

383 Madison Ave., New York

United States Advertising
Representatives:

S. S. KOPPE & CO., Inc.

Times Building
New York

Telephone: Bryant 6900

Extraordinary Pulling Power—Superior Coverage—Prestige

LA NACION

of Buenos Aires

saw one of the tiny rolls wanted one right away. The jobbers wanted enough to go around among all their salesmen; the salesmen would produce one at the psychological moment to catch the dealer's eye and attention.

Once more it was proved that an ounce of demonstration is worth a thousand pounds of argument. The dealer might have been hearing for years, unto weariness of the flesh, just how and why and where U. S. Poultry Fence was different from "chicken wire," and yet not have appreciated the points as well as he did in ten seconds when the sturdy little roll was put in his hands to tug at and try to bend or pull out of shape.

The company promptly got out a broadside dealing primarily with the miniature sample roll, and including a return postcard calling for one. The flat samples had gone fairly well; but the first day's mail after this new broadside had gone out, brought nearly a thousand postcards with it. What is more, they kept on coming in a steady stream; probably they still are.

In the coming year, the Indiana Steel & Wire Company is going to build right back from this miniature sample roll in the dealer's hands—and from the dealer's counter, across which the sale happens that tells the story. It has methodically added to its original booklet the successive steps in promotional service which it has found the dealer wants; each a bit of direct help in that gentleman's local advertising. It is now engaged in using the hearing which its plan on U. S. Poultry Fence has won for it, in "getting across" the story of its other, allied products.

But the point of the whole story is: "Be Yourself." Create for yourself and your product what is the one essential of success—genuine individuality. And it is the people who are not afraid to do this, to whom the happy ideas, like the Indiana Steel & Wire Company's miniature roll, most often occur.

Furthermore; happy ideas of

this sort are a welcome kind of whipped cream on the merchandising short-cake, but you can't make a short-cake out of whipped cream. There has to be a genuinely individual product and a distribution plan that is sound all through, for a foundation.

What Are the Most Legible Color Combinations?

NAUGLE POLE & TIE COMPANY
CHICAGO, ILL.

Editor of PRINTERS' INK:

On page 56 of your November issue of PRINTERS' INK MONTHLY, there is an article about air advertising.

Among other things, it is mentioned that black letters against a yellow background have the best visibility according to scientific experimentation. I have always been of the understanding that it is just the opposite; that is, yellow letters with a black background, and we have been using car signs of this combination.

Please confirm this statement as contained in the article.

E. T. ERICSON.

IN his book, "Language of Color," M. Luckiesh gives the results of an experiment with the legibility of type when at a distance on various colored backgrounds. The results are shown in the following table:

Test Results	Color of Type	Color of Background
1—most legible	black	yellow
2	green	white
3	red	white
4	blue	white
5	white	blue
6	black	white
7	yellow	black
8	white	red
9	white	green
10	white	black
11	red	yellow
12	green	red
13	red	green
14—least legible	blue	red

It is apparent that according to Mr. Luckiesh's experiment, black letters against yellow rank first, while yellow letters against black rank seventh.—[Ed. PRINTERS' INK.]

Hat Account for Cleveland & Shaw

The Ferry Hat Manufacturing Company, New York, "Famous Ferry Hats," has appointed Cleveland & Shaw, advertising agency of that city, to direct its advertising account.

Syracuse is no Problem!

Note the Figures for November

During November, the Syracuse Journal ran more National advertising than had ever been previously published by a daily newspaper in any one month in the history of Syracuse newspapers.

Here are the figures:

Daily National Lineage November 1928

Journal	164,787	41.2%
Herald	123,515	30.9%
Post Standard	112,070	27.9%

Daily Automobile Lineage November 1928

Journal	28,966	39.8%
Post Standard	25,788	35.4%
Herald	18,074	24.8%

These figures are the natural result of dominant leadership in circulation.

Cover 3 out of 4 homes with THE SYRACUSE JOURNAL

Member Audit Bureau of Circulations

Member International News Service

Member Universal Service

One of the 28 HEARST NEWSPAPERS read by
more than twenty million people

National Representatives:

E. M. BURKE & ASSOCIATES, INC.

420 Lexington Avenue
New York City

5 Winthrop Square
Boston, Mass.

General Motors Bldg.
Detroit, Mich.

203 North Wabash Ave.
Chicago, Ill.

CONGERS & MOODY

Hearst Bldg.
San Francisco, Calif.

117 West Ninth St.
Los Angeles, Calif.

More than merely

YARD-BOY
SPARK PROOF
INTEGRATION CO.
100 EAST HUNTER STREET
CHICAGO

Oct. 26, 1928.

Mr. W. H. England, Adv. Mgr.,
Hardware Dealers' Magazine,
370 Seventh Avenue,
New York, N. Y.

Dear Mr. England:

We have advertised Yard-boy Incinerators, which retail in the home sizes at \$22.50 and \$45.00 each, as item cover before handled by hardware dealers or Housefurnishing departments of Department Stores, in *HARDWARE DEALER'S MAGAZINE*, commencing, I think, in your July 1928 issue.

At the same time, we need equal space in other hardware publications. In fairness to *HARDWARE DEALER'S MAGAZINE*, we must state that it is the best business bringer in the hardware field by long odds. No comparison of results secured can be made with other hardware trade publications.

You have sent us opening orders from some of the biggest hardware outlets in the country, including E. H. May & Co., Gimbel Bros., McGreevy's, L. Hamburger & Co., Stewart, Abraham & Strauss and Frederick Loewer's, Brooklyn, etc., and the result from the few advertisements we have run have been so gratifying that we have scheduled five color pages commencing with the February 1929 issue.

Your Magazine certainly "hits the spot".

Very truly yours,

YARD-BOY INCINERATOR CO.

Frank C. Gen. Mgr.
H.B.

25,000 CIRCULATION
Every Issue Guaranteed

Hardware

selling space

This advertiser expresses in a few words what **HARDWARE DEALERS' MAGAZINE** is doing to co-operate in the merchandising of products in an intelligent, painstaking and effective way far removed from the old beaten path.

In fact, **HARDWARE DEALERS' MAGAZINE** maintains a merchandising service in daily contact with hardware stores, jobbers and department stores encouraging orders, studying the reaction of the trade to advertisers' products and advising both the advertisers and the distributors with a view to solving sales problems, helping introduce new lines and suggesting, when advisable, such changes as will increase business.

It will pay to look into this powerful factor for extending your business, too.

William H. England, Advertising Manager

Carl A. Morton
New England Mgr.
734 Old South Bldg.
Boston, Mass.

George F. Williams
Special Representative
7247 Ogontz Ave.
Philadelphia, Pa.

G. R. Wilson
Central Western Mgr.
315 Williamson Bldg.
Cleveland, Ohio

Lee L. Spach
Western Mgr.
1359 Peoples Gas Bldg.
Chicago, Ill.

Cupit & Birch
Representatives
317 Kohl Bldg.
San Francisco, Cal.

Hardware Dealers' Magazine

370 Seventh Avenue. New York

If there ever was a time and a place that promises an unprecedented volume of business for those who go after it aggressively it is

1929 AND THE NEW YORK MARKET

Here in America's greatest market is an opportunity to **BUILD VOLUME** that is worthy of any manufacturer's maximum effort. The buyers are here—the money is here—purchasing impulse is here.

Please note:

Savings Bank deposits in the New York market are in excess of **THREE BILLION DOLLARS**—an increase of more than two hundred and six million dollars over 1927.

Savings and Loan Associations report deposits in excess of one hundred and sixty-two million dollars—an increase of

more than fifty-three million dollars over 1927.

The average Savings Bank deposit in the New York market today is \$958.55, as against \$432.51 in 1920—an increase of more than 100%.

Christmas Savings Clubs in the five boroughs of New York have distributed about sixty-five million dollars and approximately one hundred million dollars in the metropolitan district of New York—an increase of about 10% over 1927.

In this great market there is an added route to **VOLUME**—a route that did not exist two years ago.

IT IS THE NEW YORK TELEGRAM

Under Scripps-Howard ownership, *The Telegram* has won definite reader acceptance. It has attracted to it the type of New Yorker that advertisers find it most profitable to reach. (87% of *The Telegram's* circulation is in districts of average and better-than-average purchasing power.)

The manufacturer awake to the

opportunity that exists will not cut schedules or appropriations in New York. On the other hand, he will see to it that his sales and advertising plans for 1929 leave no stone unturned that will build sales in this rich, responsive market.

And that, certainly, means intelligent employment of *The New York Telegram*.



The New York Telegram

A Scripps-Howard Newspaper

Daily average net-paid circulation for
6-month period ending Sept. 30—235,578

Experimenting with Retail Credits

MEXICAN AMERICAN HAT COMPANY
St. Louis, Mo.

Editor of PRINTERS' INK:

Some time ago you published an article, the track of which we have lost, on "the abolition of the credit man," the general tone of it being that it pays not to discriminate in extending credit to retailers, but to ship all orders received regardless of ratings or reputation of buyers.

If we remember right, the figures shown in said article were more or less theoretical and not based on any actual experience.

What we would like to know now is whether you can tell us of any actual experiences of firms who have followed such a policy and what the results have been. In other words, do you know of any firm who ships any and all orders presented to it, or most of them? If so, what are the average losses in percentage of sales? What is the average time taken by debtor to pay the account?

MEXICAN AMERICAN HAT COMPANY.

THE article referred to by our correspondent appeared in PRINTERS' INK of January 1, 1925, "Why Not Abolish the Credit Department?" It was written by the president of a manufacturing company and proposed that manufacturers could increase their sales and reduce sales expense by accepting every credit risk offered to them on the chance that the increased credit loss that would result from such a policy would be only a fraction of the increased sales that the adoption of such a policy would bring. The article attracted considerable attention at the time it was published and many readers of PRINTERS' INK took opposite sides.

Wholly apart from the merits of such a proposition, the practical aspect of any credit policy is that the extension of credit must be predicated upon ability to pay. It is one thing to abolish a credit department when most customers pay cash or the bulk of sales is with well-rated concerns, and quite another when sales are made to private persons, or members of the consuming public not rated by the commercial agencies, or to retail merchants in all parts of the country. The president of the manufacturing company who wrote the article, "Why Not

Abolish the Credit Department?" heads a concern which sells its product direct to established business firms. Small and weak firms who are not able to buy, and therefore have no use for the product, are not called on, nor is their business sought. These and other qualifications were set forth by the author in his article. Our correspondent, on the other hand, sells to retailers, among whom the rate of business mortality is high, especially in the outlying districts of cities and in rural communities.

One very simple experiment our correspondent could make is the following: Calculate how many orders have been refused, for credit reasons, during one month, or six months, or a year. If the amount of such business is of sufficient volume to make it seem worth saving, pick out one or two States, or one or two important territories, for a three-months' or a six-months' trial, accept all business for that period, and note what the losses amount to. If the amount of the increased business is enough to compensate for an increase in the rate of the credit losses, open up other territories on the same basis.

Articles have appeared in PRINTERS' INK and PRINTERS' INK MONTHLY on this subject. A list of such articles has been sent to our correspondent and is available to others who will write for it.—[Ed. PRINTERS' INK.]

Consolidates with John Bean Manufacturing Company

The Sprague-Sells Corporation, with headquarters at Hoopeston, Ill., manufacturer of canning machinery, has been consolidated with the John Bean Manufacturing Company. The latter company was recently formed as a consolidation of the Bean Spray Pump Company, San Jose, and the Anderson-Barngrover Manufacturing Company, also of San Jose.

It is planned eventually to combine the sales forces of these three companies under the management of Ogden S. Sells.

The name of the Montreal office of Purkis & Sutcliffe, advertising agents, has been changed to Thornton Purkis. There will be no change in personnel. Clifford P. Sutcliffe will continue as manager.

An Open Letter to Richard Surrey

Earnest Elmo Calkins Replies to Mr. Surrey's Criticism of His Article

CALKINS & HOLDEN, INC.

NEW YORK, DEC. 10, 1928.

MY DEAR MR. SURREY:

I have greatly enjoyed your eloquent outburst* defending advertising from the old stuff of the ancients and young copy writers from corruption by my bad precept and example. I do not want to prolong a discussion which might go on forever. It is all a matter of taste. But let me ask you if you have not overlooked what I said when you ask how many insurance prospects have heard of Achilles. This is one of the instances where the reader is not supposed to have heard of Achilles. The story was retold in full on that account. I discriminated sharply between allusions to characters, sayings, or anecdotes that were already well known and telling a story in full as a parable emphasizing some point about the article advertised. One doesn't need to explain Pecksniff or Falstaff or Don Quixote, and each gives in a word a characterization that would require otherwise many sentences to describe. These are the instances where one goes from the known to the unknown, but the Achilles story, which was probably not new even when Homer used it, is an example of a story told to make a point, exactly as Christ told His parables, the method used by old Aesop and George Ade. It has been applied in teaching for centuries, and advertising being a form of teaching, it is applied with equal logic there also.

You tell how Shakespeare put the language of the pot-house on the stage, how Dante wrote his Comedy in the Italian vernacular instead of doctor's Latin, and suggest that our young copy writers should not borrow their stuff, which was new then but old now, to dress up their advertisements.

* "O Oikonomikos, Mr. Calkins!" page 92, Dec. 6; which was a reply to "Are We Desecrating Literature to Sell a Vanishing Cream?" page 3, Nov. 22.

But that was not what I meant. That is quite different from using the casket scene from the "Merchant of Venice" to illustrate an advertising story as was done recently in *The Saturday Evening Post*. As for Dante, a successful play and an opera have been made out of his story of Paola and Francesca. Surely advertising need not hesitate to rush in where playwrights do not fear to tread. Incidentally, Arthur Brisbane holds 30,000,000 daily readers by using the technique you condemn.

I cannot resist pointing out to you, when you ask who ever heard of St. Feutre, that I would be surprised if anyone had. I am the old master that is quoted here. St. Feutre is as much a creation of the imagination as Phoebe Snow. I had heard somewhere the legend that felt was discovered by tramping sheep's wool inside of sandals until the material was felted, and out of that I constructed my legend. *Feutre* happens to be the French word for felt. But whether I invented the story or culled it from some hagiography, the point is that the story is told, not alluded to, and no reliance placed upon the memory or classical attainments of the casual reader.

Outside of these minor corrections, I agree wholeheartedly with the spirit of your entertaining article.

EARNEST ELMO CALKINS.

Great White Fleet Account to Caples Agency

The United Fruit Company, New York, has appointed the New York office of The Caples Company, advertising agency, to direct the advertising of its Great White Fleet. The use of newspapers and magazines is planned. This appointment is effective January 1.

Appointed by Burke Golf Company

The Burke Golf Company, Newark, Ohio, maker of Burke golf clubs, bags and balls, has appointed the New York office of the United States Advertising Corporation, as advertising counsel.

—and common sense.

[The soundness and capacity of an advertising agency may be estimated also by the duration of its periods of service to its clients.]

MULHENS & KROFF, INC., <i>No. 4711 Glycerine Soap and other Toilet Products</i>	1913 1914 1915 1916 1917 1918 1919 1920 1921 1922 1923 1924 1925 1926 1927 1928
COLUMBIA PHONOGRAPH COMPANY, <i>The Viva-sonal Columbia; Columbia New Process Records</i>	1913 1914 1915 1916 1917 — — — — — — — — — — 1925 1926 1927 1928
THE YALE & TOWNE MANUFACTURING COMPANY, <i>YALE Locks and Hardware</i>	1914 1915 1916 1917 1918 1919 1920 1921 1922 1923 1924 1925 1926 1927 1928
THOS. A. EDISON, INC., <i>The Ediphone</i>	1917 1918 1919 1920 1921 1922 1923 1924 1925 1926 1927 1928
PARAMOUNT FAMOUS LASKY CORPORATION, <i>Paramount Pictures</i>	1917 1918 1919 1920 1921 1922 1923 1924 1925 1926 1927 1928
WHITING PAPER COMPANY, <i>Writing Papers</i>	1918 1919 1920 1921 1922 1923 1924 1925 1926 1927 1928
TERMINAL BARBER SHOPS, <i>"Where the Promise is Performed"</i>	1919 1920 1921 — — — — — — — — — — 1928
THE TEXAS COMPANY, <i>Texas Petroleum Products</i>	1920 1921 1922 1923 1924 1925 1926 1927 1928
S. W. FARBER, INC., <i>Adjusto-Lite; Farberware</i>	1920 1921 1922 1923 1924 1925 1926 1927 1928
BRILLO MANUFACTURING COMPANY, INC., <i>Brillo</i>	1921 1922 1923 1924 1925 1926 1927 1928
EDISON STORAGE BATTERY COMPANY, <i>Storage Batteries</i>	1925 1926 1927 1928
PUBLIX THEATRES, INC., <i>America's largest chain of motion picture theatres, led by The Paramount in New York</i>	1926 1927 1928
KOLSTER RADIO CORPORATION, <i>Kolster Radio</i>	1927 1928
G. CERIBELLI & COMPANY, <i>Brisicht</i>	1927 1928
THE GEORGE W. LUFT COMPANY, INC., <i>Tanges Lipstick and other beauty aids</i>	1927 1928
McKESSON & ROBBINS, INC., <i>Pharmaceutical and Toilet Preparations</i>	1928
ROYAL TYPEWRITER COMPANY, INC., <i>Typewriters</i>	1928
JULIUS KLORFEIN, <i>Garcia Grande Cigars</i>	1928
DE FOREST RADIO COMPANY, <i>De Forest Audions</i>	1928
NORTON DOOR CLOSER CO., <i>Door Closers</i>	1928
I. OLLENDORFF CO., INC., <i>Ollendorff Watches</i>	1928

Hanff-Metzger

Incorporated •

Advertising

Organized, 1913

Paramount Building, Broadway, 43rd and 44th Streets, New York

Here's a New One

HALL MANUFACTURING COMPANY
CEDAR RAPIDS, IOWA.

Editor of PRINTERS' INK:

An amusing letter from an advertising agency in Chicago explains just why they are qualified to write copy according to the new codes that are being set up by the Better Business Bureau—copy which will escape criticism.

I realize that copy which tends to falsely describe, as well as copy containing complete mis-statements is not desirable, but wonder if there are any published regulations governing this.

H. G. WHITMORE.

IF any codes are being set up by the National Better Business Bureau on "how to write copy that is within the law," then the agency which wrote the Hall Manufacturing Company on this subject knows more about the Bureau than does its managing director, Edward L. Greene. It would seem that the Chicago agency in question is manufacturing scare copy and manufacturing its own news.

The inspiration for this solicitation idea, no doubt, comes from either lack of knowledge about, or a deliberate misinterpretation of, a Trade Practice Conference of periodical publishers on fraudulent advertising which was held in New York on October 9. No codes on copy writing were set up at that meeting. Those who are interested in the latest developments arising from that meeting will find news of them on page 117 of this issue of PRINTERS' INK.

A REASON AGAINST A COPY CODE

This very incident furnishes a concrete picture of one of the chief reasons why the Better Business Bureau, or any other worth-while organization should not attempt to set up a copy code. Such a code would bring out any number of solicitations of the very nature we understand this to be.

The only code any advertiser or agency needs in order to turn out honest copy is to be found in his own conscience.—[Ed. PRINTERS' INK.]

Clothing Trade Journals Merge

The Clothing Trade Journal and *The Manufacturing Clothier*, both of New York, have consolidated. The consolidated publication will appear under the name of *The Clothing Trade Journal* with a subhead, "combined with *The Manufacturing Clothier*." It will be published by The Clothier Publishing Company.

Alan Gibson, publisher of *The Manufacturing Clothier*, will be president of the new concern and will have charge of advertising. Harry Simons, publisher of *The Clothing Trade Journal*, will be vice-president and treasurer and will have charge of editing.

New Account for Charles A. Weeks Agency

The Eastman School of Business, Poughkeepsie, N. Y., has appointed Charles A. Weeks & Company, Inc., New York advertising agency, to direct the advertising account of its extension courses. This agency will also handle the advertising of the Affiliated Resident Schools of Eastman. Magazines, newspapers, radio and direct mail will be used.

O. F. Ostby, Vice-President, Domestic Stoker Company

Oscar F. Ostby has been elected vice-president of the Domestic Stoker Company, New York, manufacturer of The Electric Furnace-Man, an automatic heating system. Mr. Ostby, who was formerly assistant to the president of the company, will continue his duties as sales manager and director of publicity.

Appoints Marx-Flarsheim Agency

The Shaughnessy Knitting Company, Watertown, N. Y., manufacturer of Shaughnessy Olovnit garments and hosiery, has appointed The Marx-Flarsheim Company, advertising agency, to direct its advertising account.

Edward O'Fallon, Jr., with St. Louis Real Estate Firm

Edward O'Fallon, Jr., has joined the Albert Wenzlick Real Estate Company, St. Louis. He will be engaged in promotion and sales research work.

Appoints Porter Agency

The Dampney Company of America, Hyde Park, Mass., maker of protective coatings for pipes and boilers, has appointed The Porter Corporation, Boston advertising agency, to direct its advertising account.

Joins John S. King Agency

Paul Markworth has joined the staff of The John S. King Company, Cleveland advertising agency.

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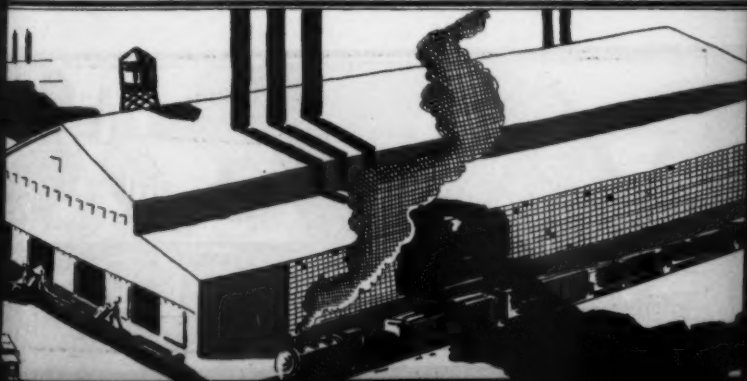
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WHERE
will it all
Go?





FACTORIES . . . spinning, weaving, pounding, planing, grinding, rolling, hammering, sawing . . . looms clacking, furnaces roaring . . . crates and bales and boxes and rolls . . . shiploads and trainloads and vanloads . . . pouring out of mills and factories . . . streaming across the country. . . . And where? And why?

Men in shipping rooms . . . in offices . . . merchandise men and buyers . . . window trimmers . . . advertising offices, copywriters, artists and layout men . . . printers . . . traveling, telephoning, wiring, writing, driving. And all for what?

Making and vending—Beauty.

Hundreds of thousands of people uniformly intent on a single aim: to produce beauty and get it into the American home.

Rugs and pictures and draperies . . . tables and chairs and bureaus and beds . . . linen, chinaware, glassware and silver . . . kitchenware, cabinets, refrigerators and washing machines . . . lamps, and clocks . . . heating and plumbing in the modern manner.

Millions upon millions of dollars' worth of new beauty—and everywhere in every corner of America, eager and awakening





people reach out for it in every element of their lives, building it into their homes, planning it into their land.

They are seeking guidance and practical advice.

They want all that you can possibly make and all that your competitors can make. They will buy and buy aplenty, make no mistake about it.

But what will they buy?—and be sure that everything they buy is not alone tasteful in itself, but in harmony with everything else.

For them—**THE AMERICAN HOME.**

To point to them the things that are good, to show how they may plan their homes in harmony and taste, from the architect's plans to the final touch in the children's rooms, to serve them in every aspect of their quest for beauty in the home—**THE AMERICAN HOME.**

What wonder that **THE AMERICAN HOME** has caught on instantly with that great and growing class of people who are pounding ahead in the world—that in its brief three months of publication its circulation has already mounted past the 150,000 mark and is still climbing faster than it started?





Plan *now* to set *your* cap for the favor of this great group of Americans who have discovered the new marriage between taste and economy, who will reach for beauty in its every guise—if you only point out to them where and how it may be had.

Effective with the March, 1929, issue "The American Home's" advertising rate will be advanced to \$1,000 a page, based on a circulation of 150,000 net paid A. B. C.—and it has more than that now.

Until December 20th your order will reserve the present rate of \$750 a page based on 100,000 circulation net paid A. B. C.



THE AMERICAN HOME

(Member National Shelter Group)

DOUBLEDAY, DORAN & COMPANY, INC.

Publishers, Garden City, N. Y.

NEW YORK: 244 Madison Ave.

BOSTON: Park Square Bldg.

CHICAGO: People's Gas Bldg.


ATLANTA: Glenn Bldg.

SANTA BARBARA, CAL.

TORONTO: Doubleday, Doran & Gundy, Ltd.


LONDON: Wm. Heinemann, Ltd.





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A Manufacturer Stages a 20 Per Cent Reduction Sale for His Dealers

Allen-A Shows Dealers How to Use the Special Sale to Build Permanent Customers

By Douglas K. Newell

Advertising Manager, The Allen-A Company

FOR several years we have been experimenting with ideas to promote the efficient retail merchandising of hosiery and underwear. We have worked closely with buyers of some of the country's most profitably operated stores and together we have tested many plans.

It was our purpose to develop a selling plan that would considerably increase Allen-A sales at retail on a profitable basis for both the dealer and ourselves. We wanted also a plan that would, in itself, eliminate the continual call made upon hosiery and underwear manufacturers by their customers for merchandise at a special price to use for sales purposes. It was our desire to obtain a selling plan for our dealers to use in introducing our merchandise to many new customers and considerably increasing its distribution. This type of plan could not be satisfactorily worked out on the regular type of sales merchandise, which in many cases consists of out-of-line colors, or numbers being closed out due to style changes. Most of the bargains that retailers obtain consists of merchandise of that type and in the end is not a profitable basis for retailers to secure new and permanent customers.

We, therefore, decided as the first consideration that we must offer absolutely first quality merchandise in the latest colors, style, and design. Besides having the merchandise absolutely first qual-

ity it was necessary to offer the consumer a real incentive to buy and it was decided that a 20 per cent reduction on all Allen-A merchandise during the special Introductory Sale would readily accomplish this purpose. Then, in turn, it was necessary to offer

Starting Tomorrow Semi-Annual Introductory Sale of Famous Allen-A

HOSIERY FOR WOMEN
HOSIERY FOR MEN
HOSIERY FOR CHILDREN
UNDERWEAR FOR MEN & BOYS

AT 20% REDUCTIONS

October 1 to 31 Inclusive
Visit Allen-A Merchant Near You At Once



Illustration of a woman wearing a long-sleeved dress or nightgown, standing and looking towards the viewer.

To introduce Allen-A merchandise to millions of new people, Allen-A merchants the country over are co-operating in a great sale event for the next month.

This Semi-Annual Introductory Sale offers you an opportunity to buy the nationally known merchandise at only merchandise savings. A reduction of 20%.

Every item in this sale is the very finest in style and of the very highest quality. (Price guaranteed) Includes our hosiery undergarments by Marie Trane—from the very finest fabrics in the world.

Guaranteeing each item to be the very best quality and to wear well.

Illustration of a man and a woman sitting together, possibly reading or looking at something.

Illustration of a man and a woman sitting together, possibly reading or looking at something.

practical service begins, along with the new Allen-A line, that means a larger gain. Order with a Price Tag. All in the most popular, practical, and profitable way.

There is Allen-A Underwear for Men and Boys, known for its lasting life and comfort. In light, medium and heavy weights. Children's Hosiery that guarantees a reputation among mothers for its unsurpassed quality. Men's Hosiery in heavy and plain patterns. All greatly reduced in price.

The Allen-A merchant is your man in securing the sale success. Look for his advertisement in your local newspaper. Pay him an early visit and buy this merchandise at the lowest price offered in years. The sale ends in one week.

THE ALLEN-A COMPANY, London, W.C.



Illustration of a woman wearing a long-sleeved dress or nightgown, standing and looking towards the viewer.

IN ORDER TO ASSURE THE PUBLIC THAT FIRST-CLASS MERCHANDISE WAS TO BE OFFERED AT 20 PER CENT REDUCTION THIS MAGAZINE ADVERTISEMENT WAS RUN

the merchandise for this Introductory Sale to our retailers at a 20 per cent reduction in order that this selling plan would absolutely insure them a full profit. The retailers, of course, would be expected to assume all of the advertising and sales promotion expense in connection with their Introductory Sale.

After careful consideration it was determined that this Introductory Sale should be run on a semi-annual basis and that this would satisfactorily take care of all of the special sales needs that Allen-A merchants had.

The details as listed above were worked out after careful consultation with one of our largest accounts, which had operated on a semi-annual introductory sales basis, somewhat along the lines of our plan, and with two of our most successful salesmen. The executives here in the organization aided by this one account and these salesmen worked out a selling plan that was to be known as the Semi-Annual Allen-A Introductory Sale or National Allen-A Week.

To make absolutely sure that all of our details for this semi-annual Introductory Sale were workable in practice as well as in theory, we conducted test Introductory Sales in three large cities, our New York retail store, and in two small towns. For our city tests we selected three widely separated locations, Toledo, Minneapolis and San Francisco. The test Introductory Sales met with remarkable success in all try-out centers and in most cases did considerably better than trebling a normal week's business for each store. We then knew that our selling plan was absolutely workable and extremely profitable for the consumers, for the retailers, and in the final analysis for ourselves. With the tremendous increase in volume that this selling plan offered us and with its resulting many new and satisfied Allen-A customers, we could readily afford to give up our profits and even take a small loss on this merchandise, which we would sell to our dealers at a 20 per cent discount. The big increase in business, and the consequential lowering of our overhead would make this selling plan sound and profitable all the way through.

This new selling plan was developed and tested out during the spring and early summer of 1928 and it was determined to hold our first semi-annual Allen-A Intro-

ductory Sale during the month of October, 1928. To do this we had to act quickly and our nearby salesmen were called in for group sales meetings and given the full details of this new selling plan. Executives from here rushed out to district sales meetings at points where the salesmen were too far away to be called into the mill at Kenosha. The sales force, to a man, was most enthusiastic over this merchandising plan and felt from the start that it would be a big success for everybody concerned. The success of this new selling plan was almost instantly assured when the sales force took to it so enthusiastically.

This plan is offered to merchants to double their volume on Allen-A merchandise and to multiply the distribution of our products among consumers—to supply more people with our hosiery and underwear. The operation of this plan gives each retailer his full measure of profit.

During the Semi-Annual Introductory Sale or National Allen-A Week practically every number in our line would be offered to consumers at a 20 per cent reduction in price. Every bit of merchandise offered, of course, would be first quality, regular standard merchandise, and newest styles. The dealers' profit would not be cut one cent, as the sale merchandise would be offered to them at 20 per cent reduction.

It was, of course, necessary to work out a definite plan upon which the quantity of standard Allen-A merchandise to be offered to each customer would be based. The amount of merchandise to be allowed each dealer for his Introductory Sale was to be based upon a certain percentage of his purchases of regular price goods from our company. There would be two Introductory Sales each year—one in the fall and one in the spring.

It was decided that where an account handled both Allen-A hosiery and underwear, his hosiery for the Introductory Sale would be figured on his exact purchases of hosiery over the six months' period and his underwear on the

an **IDEA**
can triumph
over a million men . . .
or a million dollars!

A frontal attack—in warfare or advertising—is the most costly method of winning an objective. A flank movement will often turn a line that might resist the most terrific frontal onslaught.

An *idea* can triumph over a million men—or a million dollars!

A fresh, sound, brilliant thought can sweep all before it. The pages of advertising history are illuminated with any number of these instances. Recall them for yourself.

Your page can lick a double spread and—yes, we believe it—your half

page can do a land office business, notwithstanding your competitors who may be shouting in color from back covers.

The winning idea may consist of a trip-hammer copy theme or a novel merchandising method. This organization has executed several strategic campaigns which, by the evidence of *increased sales*, have proven remarkably successful.

We would like to help any manufacturer spending \$50,000 or more in white space, find the idea that will increase his sales. We will be glad to present our plan of procedure to principals who mean business.

The **LAWRENCE FERTIG COMPANY, Inc.**

Advertising — Sales Promotion

150 MADISON AVENUE, NEW YORK



same basis. That is, an account handling both our hosiery and underwear could not take all of his Introductory Sale merchandise on one line but would have to split it on the same basis as his business had been split between the two lines.

To assure the public of the fact that regular first-class standard Allen-A merchandise was to be offered at 20 per cent reduction, it was necessary to advertise nationally the Introductory Sale. This was done by running a full-page advertisement in a national weekly.

In addition, the dealers agreed, when purchasing this merchandise, to do local advertising either in their newspapers or with what ever medium they regularly used. To help them do this we prepared a complete newspaper advertising portfolio, containing advertisements on all of the different lines of our merchandise and in different sizes. Our salesmen carried these newspaper advertising portfolios with them when selling this plan to their customers and each dealer who participated in the first National Allen-A Week last October, received one of these advertising portfolios with cuts or mats of the advertisements which he had ordered.

A special assortment of window display material to take care of each dealer's needs was supplied him at the same time he received his merchandise for National Allen-A Week. To help obtain the interest of the window display men we ran a window display contest which was open to all our dealers participating in the Introductory Sale and for which we had ten cash prize awards.

The results of this first semi-annual Allen-A Introductory Sale at this date appear extremely favorable. Almost every dealer who participated reported selling all of his special sales merchandise and in some cases it was necessary to use some of the regular stock of our merchandise. With the volume these dealers were doing on our merchandise during this Introductory Sale they could easily afford to use a

small portion of their regular Allen-A stock.

Many dealers reported that they received in one week's selling the equivalent of three or four weeks normal net profit. Other dealers reported that it helped them meet chain-store competition.

Every member of our selling force is well satisfied with the results of the first National Allen-A Week in his territory, and is anxiously awaiting the time to start selling for the next Introductory Sale late next spring.

The executives of our company are thoroughly satisfied with results. Of course, certain of the details of this successful selling plan will have to be adjusted and at the present time those who have charge of this special selling plan are working on improving those details which were not 100 per cent satisfactory.

This first Introductory Sale has resulted in many additional new customers for our hosiery and underwear and our dealers are now reporting profitable increases in their sales over last year for the weeks following the Introductory Sale.

Capper Has Farmers Meet New York Advertising Men

Arthur Capper, United States Senator from Kansas, invited a number of New York advertising men to meet a group of thirty-two Kansas farmers at luncheon December 7 at the Hotel Roosevelt, New York.

"My purpose in bringing these farmers and you New York business men together," said Senator Capper, in a brief address following the luncheon, "is to give the East and the West an opportunity to become better acquainted and to understand each other's problems better."

One of the purposes of the present tour, said the Senator, is to let the farmers see what these manufacturers are like and to let the manufacturers see them. They are traveling on a special train. Stops were made at Chicago, Detroit, Dayton, Niagara Falls and Schenectady. After sightseeing in New York, the party went to Philadelphia and Washington.

Roberts Studio Expands

E. S. Roberts has expanded the business of the Roberts Studio, Vancouver, B. C., which has heretofore been devoted to commercial art, to include a general advertising service.

Sustained Leadership!

For the first 11 months of 1928, The Herald has published 2,289,196 more lines of net paid advertising than the second paper.

The Herald leads in local, national and total advertising. Simply continuing its record of nearly a quarter of a century of unquestioned supremacy and leadership.

THE SYRACUSE HERALD

JOHN C. BLACKMORE, Adv. Mgr.

O'MARA & ORMSBEE, INC.

National Representatives

Monadnock Bldg.
San Francisco, Calif.

Peoples Gas Bldg.
Chicago, Ill.

280 Madison Ave.
New York City

Western Pacific Bldg.
Los Angeles, Calif.

General Motors Bldg.
Detroit, Mich.



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November, 1928

October, 1927

Give Us Our Own

Give us our own...
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Would Exports Hold Up?

If past performance is a safe guide, business in world trade is again...
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By HENRY R. BARNETT
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Do you want to win for
your products a great
market among farmers?

The Farm Journal, with the dominant farm circulation and the great good will and confidence of the prosperous and progressive class of farmers, can also crystallize farm sentiment in behalf of your goods.

P. E. Ward
P. E. WARD, Publisher.

NATIONAL
The Farm Journal
Over 1,400,000 Responsive Circulation

Washington Square, Philadelphia, Pa.

Left in the brief-case

THE scene is a hotel room. Your salesman is transferring to his pockets some of the objects and documents in his brief-case.

What won't go in his pockets he puts back in the case without hesitation.

That is, all but one—

That one is the sales manual which you went to such expense to prepare. It won't go in his pocket—it is too bulky—and yet he hesitates.

It does contain sales information that he cannot carry in his head.

Some of its illustrations help a lot in getting the customary signature, but—

It promises to be a warm day, too warm to lug a brief-case around, and if the manual can't be carried anywhere but in the case, he will have to get along without it.

Don't blame your salesman too much. You would probably act just as he does.

You might wonder why the book was printed on such heavy paper, when, with a light paper, it would have been small enough to be carried in your pocket.

Practically every type of sales manual can be made pocket-size by printing on Warren's Thintext. Thintext is a thin, strong paper. A book one inch thick printed on Warren's Thintext contains 1184 pages.

In addition to being compact, this paper is also astonishingly light in weight, and is practically opaque. It takes an excellent impression of type, and halftones not over 120-line screen.

Any book that you are anxious to have salesmen carry should not be so heavy as to tempt them to leave it in the brief-case.

Warren's
Thintext
removes
the temp-
tation.



S. D. WARREN COMPANY, 101 MILK STREET, BOSTON, MASS.

WARREN'S

STANDARD PRINTING PAPERS

By W. Livingston Larned

149

in evidence. Most of the displays are readily recognizable as advertisements at once. It is not so much a matter of deceiving the public as to pack the greatest volume of reader interest into a given amount of space. Add to this the popularity of the "Tabloid" style of newspaper make-up, in which pictures take the place of lengthy typographical expositions.

It is by no means unusual today for a magazine page or a newspaper display to carry a half dozen individual halftone illustrations from photographs of real people, in various social strata and in as many diversified situations. This range of subject matter is likely to run the gamut from babyhood to old age. The themes may be as widely separated as a stoker on a steamship and a social butterfly. The camera studies are not mere portraits; they picture the individual in an active environment. The engineer is shown in his cab, the motorist in his car, the housewife in her kitchen. Atmosphere is sought, first of all. A corps of photographers scours the country for new types and interesting and characteristic situations and backgrounds.

People must be shown doing things under interesting circumstances. If a breakfast cereal page shows ten photographic illustrations of ten different characterizations, the range is likely to be as wide as from the little mother in her home to the aviator in his plane. "Tabloid" style advertising art means highly diversified illustrative atmosphere. Life must be represented in all its complex and picturesque phases. A cereal may be used by a child in an average home but somewhere, also, there is an explorer in a jungle who

keeps to his favorite diet, even when far afield. Find him and put him on paper—this unusual type. That is the spirit of the newspaper style of advertising make-up.

The formula is not as difficult of realization as one might imagine. These illustrations do not neces-

Rounding a Star

FOR A NEW WORLD'S RECORD



THE NEW VEEDOL...LAFAYETTE LOUVER...GUY'S COULDER...MAY 1901
FROM PENNSYLVANIA AND OTHER PARAGRAPHS BARE CHURCH

with the NEW
Veedol
MOTOR OIL



Around the world in 20 days, 23 hours, 23 minutes and 17 seconds—that's the new record set by John Henry Moore and Charles H. Collier... with the aid of the New Veedol.

Long before they started, they tested the same oil—the New Veedol... chosen by Commander Byrd for his South Pole flight... The New Veedol Motor Oil... chosen by the New Veedol for his flight to Comoros Island to rescue the Roman Span... They heard North Jensen, pilot of the Albatross in the race to Hawaii, say, "I'll cross my fingers and say 1000 my time in the New Veedol."

They made their choice. And when their plane emerged to earth, they found the New Veedol Motor Oil, even under extreme tests of speed, weather and weather... completely victorious over the hazards of intense heat and grinding stresses.

Sometimes over 1000, the average and high, the New Veedol is proving longer mileage, greater economy, smoother, greater performance. Tests and trials with this Veedol, better-tested oil—made to meet the challenge of the modern motor. Let the 100% proof be your guide to the superior New Veedol oil, to you, as well as to the world's fastest drivers and pilots. The New Veedol Motor Oil Corporation, 11 Broadway, New York City.

THIS VEEDOL ADVERTISEMENT SHOWS HOW TWO DIFFERENT TECHNIQUES MAY BE COMBINED IN A NEWS-PICTURE DISPLAY

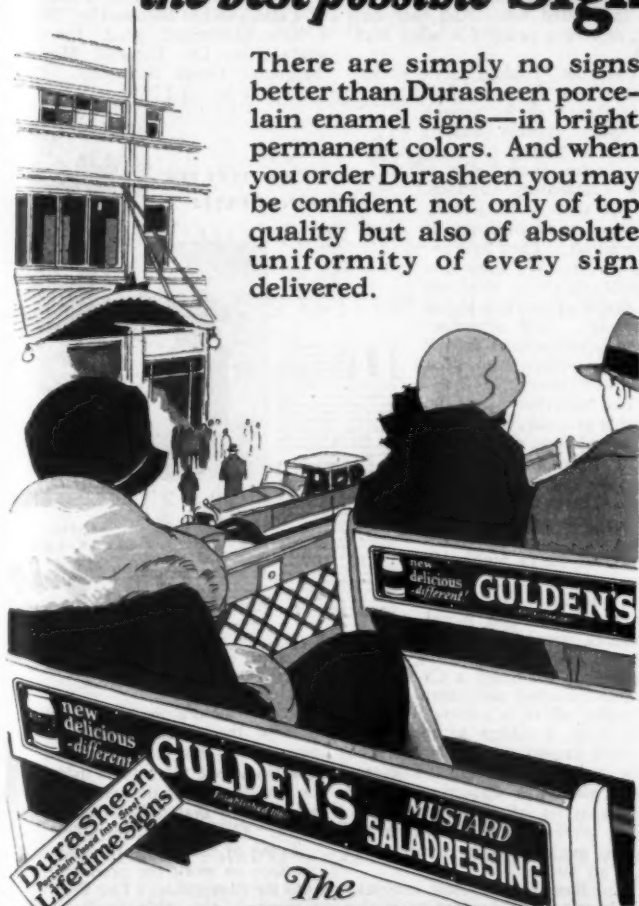
sarily pretend to be genuine cross-sections of life as applied to the product although there is no good reason why they should not be.

There are sources of supply for such pictures, and with photographic realism. The roster of professional and amateur models is on the increase. On the other hand, actual users of products are surprisingly generous and willing to collaborate.

A new soap powder was put on the market recently and a representative, accompanied by a photographer, was sent to 300 homes in various parts of the country for testimonial illustrations. Less than 10 per cent refused to accede to

A Good Product *deserves* the best possible Sign

There are simply no signs better than Durasheen porcelain enamel signs—in bright permanent colors. And when you order Durasheen you may be confident not only of top quality but also of absolute uniformity of every sign delivered.



The
BALTIMORE ENAMEL
and NOVELTY COMPANY

Makers of "DuraSheen" Lifetime Signs

P.O. BOX E-4, BALTIMORE, MD. — 200 FIFTH AVE. NEW YORK

the demand. They had tried the product and liked it. They saw no reason why they should not lend their names and pictures to spreading this gospel of new efficiency. They were perfectly willing to sign on the dotted line. And they did not receive a penny for what they did.

The new "Tabloid" style of advertisement is open and above-board in its appeal. It quite frankly admits that it is telling its story in picture form, with a few explanatory captions. But it says to its public: "These are no ordinary illustrations. They are living people. We show you people against dramatic backgrounds, exactly as they are. The advertisement is educational as well as interesting from your reader viewpoint."

The advertiser lives up to this promise. Few pages of actual news pictures are more engrossing than some of these advertisements.

Entire campaigns are based on a progressive series of camera pictures. Not one, but a highly diversified roster of names will appear. In one advertisement last month pictures were shown as follows: An Eskimo in his native surroundings, a Canadian mounted policeman, a traffic officer, a society leader, a schoolboy, a college professor and a well-known golf professional. The page, independent of everything else, was attractive because of its series of character studies. Here were pictures in which the public might well be expected to take an interest.

The Fleischmann yeast company has been one of the leaders in this type of advertising. It has been successful in obtaining photographs that might well have been clipped from a lively rotogravure section of a newspaper. The latest Fleischmann copy, however, is featuring only one portrait photograph instead of several as has been done

for quite some time. The advertising still has a strong news-feature flavor though. One of these new advertisements, for instance, is headed, "Famous authority on intestinal tract, Dr. Victor Pauchet, of Paris," and is followed by "Why I have prescribed yeast for 25 years. By Dr. Leopold Mayer, Belgium's Great Surgeon." Dr.

WHAT DOES THE MODERN MAN LOOK FOR WHEN HE BUYS?

THE truly observant man knows what he does, of all things, must be correct. Finally, more and more of these particular buyers are being completely satisfied with Arnold Glove-Grip Shoes. Their unimpaired workmanship and conservative designs give them value, without appearance—for dress, business, or for sport.

But the modern purchaser is hard to catch—he like says simply "a pair of shoes." If he only knows what endorsement of comfort there was in Arnold Glove-Grip Shoes! We feel confident that you would correct him this particular production—then shut him out.

Comfort is built into Arnold Glove-Grip Shoes. It is a part of them. The exclusive Glove-Grip feature assures proper support and a gentle lift to the arch that is natural and helpful. One try-on will convince you that here is shoe satisfaction, proven before experience. Visit your Arnold dealer, or write direct to the R. T. Arnold Shoe Company, Dept. C, South Attleboro, Massachusetts.



These exclusive features are not only for the modern man, but also for the woman who knows what she wants. Fine, soft leathers, unobscured workmanship, proper support, built-in arches—these are the features that make Arnold Glove-Grip Shoes the most comfortable and stylish shoes you can wear. A perfect fit, a perfect finish, a perfect price. Arnold Glove-Grip Shoes are the shoes that will give you the most comfort and the most style.

**ARNOLD
GLOVE-GRIP
SHOES**

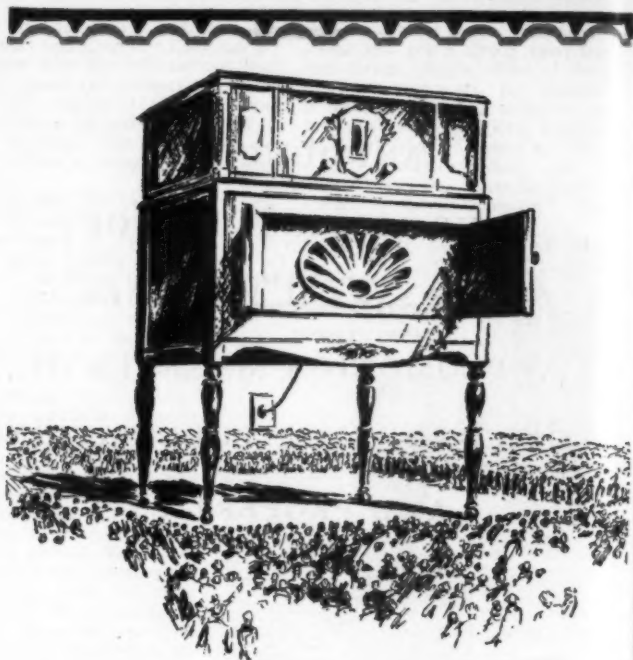
ARTISTS ARE ABLE TO MAKE NEWS PICTURE ILLUSTRATIONS THAT HAVE THE APPEARANCE OF BEING PHOTOGRAPHS

Mayer's picture is the dominant part of the display. Each advertisement in this series resembles a feature article from some magazine or newspaper, yet the reader knows at a glance that it is an advertisement. There is no deception.

Some of these picture campaigns manage to work the product itself into the illustration. The Fisk Tire Company does this in its series which lists a number of stage and screen stars who endorse its product. One of these showed a photograph of Colleen Moore, dressed for a motor trip and standing by her car, which was equipped of course with Fisk tires. Colleen Moore is the center of interest but

ANNOUNCING
THE APPOINTMENT OF
MISS SARA H. BIRCHALL
AS PROMOTION MANAGER OF
THE CONDÉ NAST PUBLICATIONS
AND PROPERTIES

The Condé Nast Publications and Properties are: VOGUE . . .
VANITY FAIR . . . HOUSE & GARDEN . . . THE AMERICAN
GOLFER . . . VOGUE PATTERN BOOK . . . BRITISH VOGUE . . .
FRENCH VOGUE . . . GERMAN VOGUE . . . LE JARDIN DES
MODES . . . BRITISH VOGUE PATTERN BOOK . . . VOGUE MODERN
ALBUM . . . VOGUE PATTERNS . . . THE CONDÉ NAST PRESS . . .
THE CONDÉ NAST SYNDICATE



The Press alone will sell Pittsburgh



With the help of a few
small town news-
papers in the outlying
districts, it will sell
the entire Greater
Pittsburgh Market.

The

DURING the recent Radio Show in Pittsburgh, The Press carried in its show issue 46,298 lines of radio advertising—exclusive of radio lineage appearing in department and furniture store space.

Nearly five times as much as the other Sunday newspaper. Over eleven times as much as the morning newspaper. Over three times as much as in the two other papers *COMBINED*.

Very significant—not only to radio advertisers—but to all advertisers. The newspaper that leads in radio invariably leads in other classifications—and The Press is no exception. It leads in 29 of the 32 major classifications.

Advertisingly speaking, Pittsburgh is a one newspaper town—if you use The Press.

Pittsburgh Press

A SCRIPPS-HOWARD NEWSPAPER

MEMBER AUDIT BUREAU, OF CIRCULATIONS AND MEMBER OF THE UNITED PRESS

National Advertising Departments:

250 Park Avenue, New York City - Chicago - Philadelphia - Detroit - Los Angeles
San Francisco - Atlanta

no reader could possibly miss those tires.

The willingness of celebrities to lend their names and pictures to such advertisements is of unquestioned benefit. One hears some criticism of this testimonial type of advertising, but there can be little doubt that the majority of people like to read what these celebrities have to say and see their pictures.

Some advertisers employ this "Tabloid" method to tell a connected story of the use of a product. The camera takes a certain group of characters and repeats them throughout one unified demonstration scenario. Visually, the result is satisfactory. They make a page of interesting pictures and that is what the public has come to look for and to expect in modern journalism.

The first visual impression of such advertisements is certain to appeal. And that appeal is based on the public's acceptance of the "Tabloid" idea in modern make-up. Many magazines follow the same idea. They incorporate picture sections which are nothing more than a pictorial panorama of the current trend of events. Therefore the appeal is widespread. One advertiser says this: "A large proportion of readers today are readers only in the sense that they accept and digest only what is told them in picture form. They will look at an illustration and at once read the caption beneath. These readers do not as a rule, like to read lengthy descriptive matter. Why not, therefore, take advantage of what we know to be a popular tendency?"

The camera is naturally enough the most popular means of procuring illustrations for advertising of this type. The public believes that the "camera does not lie." Realism is the chief aim of the photographers and they go to a great deal of trouble to get it.

There are some advertisers, how-

ever, who get the proper effect of this news advertising by the use of good artists.

At first glance the illustrations in an Arnold Glove-Grip shoes magazine advertisement might be taken for photographs. But they were made by an artist and are



Just like and John Barrymore, scenes as real as life. "Quaker Oats scene" a clear scene and happy feeling.



Man and John Barrymore, scenes as real as life. "Quaker Oats scene" a clear scene and happy feeling.

NEW MORNINGS for OLD

More thousands, largely on expert advice, are turning to Quaker Oats for the simple enjoyment of breakfasts that "stand for time."

TWO THOUSAND are turning to Quaker Oats for the simple enjoyment of breakfasts that "stand for time."

Quaker Oats scene by being naturally the most delicious to eat, and delicious in an absolutely delicious and appetizing to digest and eat.



After Quaker Oats scene, scenes as real as life. "Quaker Oats scene" a clear scene and happy feeling.

In the first place, Quaker Oats contains 15% protein—the element that builds the body—more than any other cereal. The element, according to leading dietary experts, that is so much more essential to the body.

Quaker Oats provides more than 15% more of this element than wheat, corn, rice or any other cereal. It is more than 15% more than any other cereal. It is more than 15% more than any other cereal.

15% protein—plus—in a natural food "Quaker" and simple delicious.

Thanks to rich protein content, Quaker Oats is rich in calcium, iron and phosphorus, and also in Vitamin B. It is a cereal that is naturally the most delicious to eat, and delicious in an absolutely delicious and appetizing to digest and eat.

Second and most important, Quaker Oats contains the most delicious of all cereals—a cereal that is naturally the most delicious to eat, and delicious in an absolutely delicious and appetizing to digest and eat.

In four morning hours 70% of the world's wheat falls

70% of our wheat is consumed with Quaker Oats. It is a cereal that is naturally the most delicious to eat, and delicious in an absolutely delicious and appetizing to digest and eat.



After Quaker Oats scene, scenes as real as life. "Quaker Oats scene" a clear scene and happy feeling.

THIS PARTICULAR TYPE OF TABLOID TECHNIQUE ADVERTISING IS VERY POPULAR WITH ADVERTISERS TODAY

very well done, too. The pictures are of what appear to be society folk and have a decided rotogravure appearance.

The latest Veedol motor oil series combines the two techniques effectively. In this campaign the achievements of famous aviators and explorers are being featured. Actual photographs of the men themselves and their planes and boats are shown along with atmospheric paintings or drawings of the regions into which they have ventured. The story to be told is that Veedol has been selected by these men and the news picture type of advertising is admirably adapted for this job.

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planted

By Charles H. Denhard

Portions of an article reprinted with permission from the December *Atlantic Bookshelf*. Copyright, 1928, by the Atlantic Monthly Co.

But I was supposed to write about book advertising, particularly those phases of it which tend to indicate, the carpers to the

contrary, that publishers know exactly what they are doing, and do their advertising job pretty well.

A significant change in procedure is the constantly increasing concentration of advertising in the media which are known to sell books. Formerly, any newspaper or magazine that reviewed books received a share of an appropriation. But the publisher long since has discovered that this kind of advertising was not doing him any good, excepting so far as it kept a lot of second-rate publications kindly disposed toward him.

A good deal of book advertising is unproductive because so many books do not deserve to be advertised at all. If the publisher could wait to see how his new book was received before he spent money on it, he probably would not spend so much. But what is he going to do, with an author on the West Coast expecting his novel to be advertised on publication day in the *New York Times*, and Professor Befuddle buying six current magazines to see how much space has been given to his treatise on the resiliency of resin? He cannot appease the professor by explaining that the way to sell the treatise is to circularize people with resin complexes—nor is the Californian likely to be impressed with the confession that seven first-rate salesmen had been unable to convince the members of the A.B.A. that they needed more than 230 copies of his novel before publication.

According to the best precepts, to advertise without adequate distribution is fatal. If the bookseller will not buy, the publisher cannot sell. Therefore, he should not be expected to spend money on a book that people cannot get. The time to advertise most heavily is when interest in a book is recognizable, and the place to advertise is where the interest is greatest.

Many of the things for which publishers are criticized are practically beyond their control. A successful author recently insisted that his publishers engineer an absurd publicity stunt in order to help him close a movie contract. When the publisher refused, the

author selected a new imprint for his books. Another well-known writer feels that his name is of far greater importance than the titles of his books, and consequently always should carry the dominant display in advertisements. Still another, living in a small town, must see his books advertised in the local papers, even though there isn't a bookseller within forty miles.

What is the publisher to do? Simply the best he can. But he cannot be censured for feeling very kindly toward the writer who submits his manuscript and leaves the rest of the job to the publisher.

We all know what is wrong with the publishing business. But who has a better way of running it?

Harford Powel, Jr., whose excellent piece in the November *Bookshelf* is another mild tirade against book advertising, is one of the men whose opinions on book distribution, for instance, would be extremely valuable. But, in a genial mood, no doubt, he issues dogmatic statements like this: "Harper's plan is to let the reviewers write the advertisement; something which reviewers are totally unfit to do."

ARE REVIEWERS GOOD COPY WRITERS?

Harper's plan is to let the reviewer write the copy only when the reviewer says something more pertinent, more convincing, or more provocative than the publisher himself would be justified in saying without blushing.

As for reviewers being totally unfitted to write advertisements—we wonder!

Whether copy is good or bad can be determined only by whether it sells books. The critic may think it is good or bad. But he doesn't know—he is merely expressing his opinion. And curiously, the publisher who pays for the advertising also has an opinion.

Any kind of advertising that isn't offensive does some good. If the publisher was so hopelessly behind the "Big Business Procession" he would not be advertising at all. But his copy satisfies him. If it didn't he is quite capable of writ-

His Field Glasses

ARCHITECTURE is employed by the live architect as a pair of binoculars, bringing him monthly a quick, accurate survey of all that is being done throughout this country and the important work in the lands overseas.

We will blanket this field in 1929 and at no advance in advertising rates.

Architecture

and America's Important Architectural Books



Published by
SCRIBNERS

One of
The Shelter Group

597 Fifth Avenue
New York
Chicago
Atlanta
Los Angeles

ing a different kind. It doesn't come first in his selling plans. Usually it is last.

If publishers are overlooking opportunities, they do it unwittingly. If their methods are faulty, they are anxious to correct them. But how much further can a publisher go, with a product so uncertain as books? Those responsible for accepting a book for publication are people of fine discernment, judgment, and experience. But often the books for which they entertain the highest hopes are disappointments. Yet the publisher is actually developing means of ascertaining in advance of publication a book's probable chances for success.

During the year, one publisher devised a forecasting system that has proved reliable in seven out of nine tests. When a book so impressed his editors that they were predicting large sales for it and urging elaborate promotion plans, the publisher, well in advance of publication, sent copies to competent critics, including a select group of authors, asking for their opinions. Similar requests, with copies of the book, were sent to perhaps thirty buyers, and clerks in the retail stores. The publisher's own salesmen were asked to read it. While these sources produced very definite indications of the book's possibilities, they were not necessarily conclusive indications. For other publishers had done precisely those things before. But apparently nobody had ever used the bookstore's customers as laboratory material.

So arrangements were made with a local bookseller to send complimentary copies of the book to fifty of his charge accounts. A letter, signed by the bookseller, simply said that he was sending with his compliments a copy of *Thus and So* and would the customer assist him in a little experiment by reading the book and then returning, either signed or unsigned, the enclosed card, indicating in spaces provided, first, if the reader enjoyed the book, second, if he disliked it, third, if he would recommend it to others, and fourth, why?

In each test more than 80 per cent of the customers replied. And in seven of the nine experiments, the opinions received were uncannily accurate prognostications of the ultimate destiny of the book. Often the customers were directly at variance with the critics, authors, and salespeople. But seven times in nine the customers were right.

Another publisher, wishing to dispose of his remaining stock of the works of a standard author, planned to advertise in large space in the newspaper best calculated to move these volumes. A great divergence of opinion developed as to which newspaper should be used. So a small keyed advertisement offering for ten cents a biographical pamphlet and a list of the author's books was inserted in the three most logical media. One of them produced nearly 800 requests with dimes enclosed. Not only did that publisher know where to advertise his classics, but from the three inexpensive advertisements he secured the names of about 1,400 excellent prospects.

Advertising alone will not sell the average book until some other agency has provided the initial shove. The most successful book advertisers have learned to conserve their advertising money until they have received definite signs of probable popularity.

Not so long ago—and to some extent today—the publisher with \$500 to spend on a new book would dissipate the entire amount in a week by placing advertisements in six or eight of the literary sections just once. He felt he had done his duty in giving the book a start. The present method is to announce the book adequately in addition to magazine listings in those cities where it seems to have the best chances, and where it has acceptable distribution, but always to reserve the bulk of the appropriation for concentration where and when "the break" comes. The publisher who recognizes "the break" and takes advantage of it sells the most books, though he doesn't always spend the most money.

Last spring, Harry Hansen reviewed two novels a week or two

A Product of Merit

Backed By

A Well Planned
Advertising Campaign

Always Succeeds

In A Fertile Market

Such As Served By

"OHIO'S - TEST - MEDIUM"

THE
DAYTON DAILY
NEWS

41,020
City Circulation

89%
City Coverage

Total Circulation 56,732

I. A. Klein
50 East 42nd St.
New York

Member
News League
of Ohio

I. A. Klein
410 N. Michigan Ave.
Chicago

HUGHLETT HOLLYDAY, JR.—*National Advertising Manager*



IN the selection of an advertising agency the factors normally weighed are reputation, ability, experience and personality.

The assumption is that advertising goes out into the open to stand or fall and that the tastes and habits of the American people are universal.

Therefore, advertising that will sell the citizens of San Jose, Cal., will sell the citizens of Troy, New York.

There have been some rude awakenings. Modern advertisers, finding their product first in one region, second in another, fifth in another, eighth in another, are beginning to have some doubts. The accepted rule doesn't seem to be running according to Hoyle.

THE downright truth is that in many instances the advertising set-up is

trailing the sales set-up.

It is our fixed opinion that modern business and the cost of advertising require that an advertising agency have three complete, highly trained organizations in the three key zones of this country—eastern, mid-western and the Pacific Coast.

This means that in our judgment an advertising agency with but one office cannot have the grasp on a sales and advertising program that a closely-knit but widespread advertising organization has.

Nor is this just theory. Nor an appeal to logic solely. We have worked under both systems and know the better from experience.

WE discarded the "single office" plan eleven years ago.

Since then we have built up strong and well-rounded

independent units of our organization in New York and Chicago and have representative and service offices in San Francisco, Los Angeles, Portland, Seattle, and Toronto, Canada.

We are fully equipped to handle export advertising in any country in the world direct and with affiliated companies.

Through a system smoothly developed during the past twelve years, there is an interchange of opinion and service on all our accounts that is highly valuable to the national and international advertising.

A well-regulated flow of "at the source" information is in constant circulation. Intimate knowledge of local conditions and local buying tendencies opens up opportunities and closes up pitfalls that a "single office" agency might never see.

BY the same token, strong local contacts are created for a manufacturer's representative or sales manager. Each of these organizations has local influence with important buyers. Many advertisers whom we serve have learned the dollar-and-cent value of these influences. And, in consequence, put a high premium on it.

We shall be glad to tell any interested advertiser how our zone advertising service has worked to the great advantage of our customers. Address our nearest office.

IF YOUR business is national in scope—or is pointing that way—why not look into this "Coast to Coast" Rankin service? See if it offers more than you are getting. There is no obligation. No commitment. One of the Executives of this Company will call at your convenience! To any interested advertiser, we shall be glad to send—

- 1** An outstanding magazine advertising campaign in colors. Copy of an address by Wm. H. Rankin "How much distribution should a manufacturer have before commencing magazine advertising."
- 2** The story of a newspaper and Radio Broadcasting campaign that has produced unusual results because of the merchandising idea behind it.
- 3** Our booklet "Radio Broadcasting: Does it Pay?"
- 4** "The Value of Analysis," a booklet by H. A. Groth, Vice-President in charge of our Chicago unit and head of our Merchandising and Trade Research Department.
- 5** A presentation of the resources and services of the 4 divisions of our company—Eastern, Central, Coast and Canadian.

WM. H. RANKIN
COMPANY *Advertising*

Established 1899

342 Madison Avenue New York City Murray Hill 9300	Tribune Tower Chicago, Ill. Superior 6600
San Francisco: 74 Montgomery St.	
Los Angeles 407 Petroleum Securities Bldg.	
Portland, Oregon - Seattle, Wash.	
Toronto, Canada	

Charter Member of the American
Association of Advertising Agents
Member National Outdoor
Advertising Bureau
Charter Member
Audit Bureau of Circulation

apart. He was equally enthusiastic about both. The publisher of the first book, pleased with the review, said, "That's fine! Now let's see what will happen." Not much happened. There were some reorders. But after a few feeble flutters the book just passed out.

The second publisher, with almost identical material, and a book with no greater advance sale than that of his competitor, recognized "the break" in Mr. Hansen's review. The first thing he did was to purchase fifty copies of the *World*. He clipped the column, ringed the high spots, and sent copies to all the New York booksellers, many of whom had seen the review. But this publisher wasn't working on assumptions. Two salesmen, who happened to be available, made the rounds of the New York trade selling only the one book, with the review again furnishing the basis of the sales argument. The strongest excerpt was printed overnight on a garish "belly band." Mr. Hansen's full column was photographed, ringed, and mailed with a letter to the entire book trade. Advertisements of eight inches, double column were prepared, describing the book and featuring, in large black type, the best of the quote lines. And they appeared the very next day, not only in the *World*, but in the *Times*, *Herald Tribune*, and *Evening Sun*.

Whereas possibly thousands of people had read Mr. Hansen's review, the publisher forced it upon the attention of millions. Those who read the review were not permitted to forget it. Those who had not were hit in the eye with it. The advertising ran every day in the New York papers, including the Sunday book reviews, and the response was immediate. Everybody seemed to be talking about it. Posters, rushed to the trade, were conspicuously displayed. Publicity about the book and the author supported the advertising and kept the spotlight beautifully in focus.

Within three weeks the publisher's problem had become one of manufacturing rather than selling—but instead of hogging the

profit he continued to advertise and promote the book to the full extent of its advertising percentage. As a result, it has gone through more than twenty printings and after eight months shows no signs of senility. This is not an exceptional case. During the year a dozen or more similar jobs have been done—but possibly a half hundred opportunities have been passed up by failure to recognize, and take advantage of, the "break."

A conspicuous example of what a good book, a popular author, and persistent, non-stop advertising can accomplish in combination is the case of Richard Halliburton. Those who remember when *The Royal Road to Romance* was published are thinking in years. The anvil chorus, in caroling the publishers' deficiencies, remains blissfully ignorant of achievements like this.

As to copy—the perennial bone of contention—it is good if it sells books. Some of the best book copy ever written has never been printed, because fifteen split seconds before it is scheduled to appear one of those "breaks" breaks, and it's all chucked for a brand-new—and better—idea.

Copy that dazzles by its cleverness is not good copy. Copy is intended to sell—not to scintillate. Good copy is bold, brutal copy that tells the story and leaves no doubt in the mind of the disinterested reader what it is trying to sell him. Good copy is simple copy, run consistently, in the best available medium, and one of its chief functions is to combat the procrastinations of the prospective buyer by never permitting him to forget that here is the book he intends to buy.

Large space is most effective in launching a new book. Small space consistently repeated is better to keep a live title moving.

Books can be started best in the literary sections. But biggest sales come after they have been graduated into the dailies, with the literary sections, of course, and the magazines remaining the backbone of any campaign.

Books have been advertised in

REPUTATION



THE steady, consistent growth in financial advertising lineage in *The Burroughs Clearing House* indicates the eminence of this publication in the banking world.

Advertising managers of financial institutions know what publications are read by bank executives.

The Burroughs Clearing House

Second Blvd. and Burroughs Ave., Detroit

The Four Essentials of a Great Field PENCIL



ARCHITECT



SPECIFICATION WRITER

16,500 Net Paid Circulation

THE Architectural field is more complex than appears on the surface. It is actually split four ways as indicated by the drawings shown above. The employing architect, the specification writer, the practical working draftsman, and the student of architecture (the architect of tomorrow) all exert their due and important influence on specifications and sales.

PENCIL P

A JOURNAL FOR THE

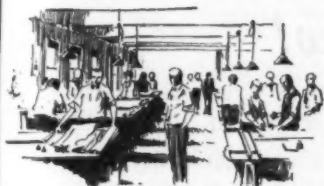
Full information gladly fur

The Pencil Point

New York
419 Fourth Avenue

Cleveland
1211 Swetland Building 10

Essential Parts Field Covered by PENCIL POINTS



DRAFTING ROOM



STUDENT

Guaranteed for 1929

PENCIL POINTS covers all four departments of this major field.

Until December 31st, contracts for the year 1929 will be accepted at the rate prevailing for the current year. On January 1st the advanced rates, as announced, become effective on all new space orders, so there remains but 18 days to place orders at the extremely low rate for the coverage guaranteed.

PENCIL POINTS

FOR THE DRAFTING ROOM
readily furnished on request

Pencil Points Press, Inc.

Chicago
1050 Straus Building

San Francisco
216 Marvin Building



Local Advertisers Know!

For many years the Journal-Transcript has enjoyed undisputed leadership in Peoria—And these two things are noteworthy in connection with this lead:

First, the retailers pay more for space in the Journal-Transcript—they have found it is worth it.

Second, in the classifications where results are paramount, the lead of the Journal-Transcript is greatest.

PEORIA JOURNAL-TRANSCRIPT

Peoria, Illinois

Member 100,000 Group of American Cities

Chas. H. Eddy Co.
National
Representatives

Chicago
New York
Boston



The Corn Belt

Is Prosperous!

the United States for a hundred years without a lapse. No publisher has ever stopped advertising because of uncertain conditions, or because of serious competition, or because he had an ordinary case of cold feet. For consistency, perseverance, and faith in advertising, what other business can show a record nearly so impressive?

Yet, with all that, we are asked to believe that, through the years, the publishers have not learned anything about advertising. Well, maybe they have not. But it's going to take an awfully clever lad to pop an idea that is new—and new in the sense that it has not been actually conceived, tried, adopted, or discarded by a book publisher.

And further, when a book deserves large advertisements with human-interest copy or success copy or snappy copy or prestige copy, the combined brains of those responsible for its preparation are adequate, at least, to create something that is not quite so feeble and amateurish as the fellow across the fence insists that it is.

Mr. Powell suggests that the publisher might find the solution to his advertising problems by engaging, at a handsome fee, "one of the elder advertising geni" from among those responsible for the success of yeast, pianos, or cosmetics.

The editor of the *Bookshelf* could find material for an interesting piece in the experiences of those publishers—and there are several—who have engaged experts from other fields, in an attempt to apply to books advertising and sales methods which have been effective for a wide range of dissimilar products. And as part of the same article, possibly, he might include the true story of those fabulously wealthy authors, who, skeptical of their publishers' business acumen, and dissatisfied with their royalty statements, undertook, at their own expense, and with the assistance of the "elder geni," a demonstration of how their books should be advertised.

Book advertising, like any other, is excellent, good, bad, or atrocious—depending upon who writes it,

who reads it, and who pays for it. But it is always ambitious. The publisher advertises, in one form or another, all his products and, to a variable extent, his name. The manufacturer of pickles, or paint, or motor cars, or furniture, advertises his name, but only a few of his products. How many of the 57 Heinz products are generally known? What else does Valentine make besides Valspar? Yet try to think of a publisher who concentrates all his selling energy on one author, figuring that a single successful book will carry his line. How delirious with joy his other authors would be! And how passionately loyal!

If Mr. Heinz can sell the factory's capacity of catsup nobody is going to criticize him for neglecting chili sauce. But let a publisher strike it rich with a new author, and every other writer on his list feels terribly hurt and neglected. Mr. Heinz is concerned principally with one market—the householder. Mr. Publisher, in one season, often digs into fifty markets ranging from architects to zoologists, and cultivates each of those fields as assiduously as the oil-burner salesman plagues the suburbanite. The publisher is literally going into new businesses several times a day, and if, in the meantime, some of his advertising copy pains the aesthete, why that's just too bad. But, on the whole, it does sell books.

I really believe that a successful publisher, suddenly shifted to another business, would be in a much more advantageous position than a correspondingly successful merchant or manufacturer who found himself confronted with the immediate necessity of making a livelihood from books. For nearly every merchandising and manufacturing principle that has been devised is known, and has been studied with a view to its adoption, by the publisher, while conversely, scores of ideas initiated in the book business are still unknown beyond its confines.

If you gather from all this that I think the publishers are pretty good business men, you're right. I do.

Senator Walsh Pulls a Popgun on Propagandists

But His Weapon Menaces Others As Well and Therefore It May Never Have a Chance to Get in Its Deadly Work

THE Congressional mill has already begun to grind and even before its working parts have started to function smoothly it has yielded something of interest to all advertisers and publishers. This consists of a bill (S. 4707) introduced in the Senate by the senior Senator from Montana—Thomas J. Walsh. It was read the first time by title, the second time at length (ask a parliamentarian to explain what that means) and then referred to the Committee on Post Offices and Post Roads. This is how it reads:

Be it enacted, etc., That no publication entitled to or claiming second-class postage rates shall print any reading matter for pay or furnished in substance by any person, association, or corporation paying for display advertising in such publication, knowing it was so furnished, unless the fact that it was so provided or paid for shall be plainly indicated in a statement published in connection with such reading matter: *Provided, however,* That the prohibition hereof shall not extend to matter that is obviously ordinary advertising. Upon finding by the Postmaster General that any publication has violated the provisions of this act all privileges it enjoys to second-class rates shall cease, but after the lapse of six months from and after such finding they may, in the discretion of the Postmaster General, be restored.

The story back of this bill is quickly told. Senator Walsh is the author of the original Senate resolution, passed during the last session of Congress, which directed the Federal Trade Commission to investigate the public utilities. Anyone who reads the news knows that the Trade Commission lost no time in setting in motion the wheels of the investigation and what has since been uncovered is either an atrocious plot or a perfectly legitimate educational campaign—it all depends on the glasses through which one views the discovery.

Of course, Senator Walsh's binoculars have been of the kind

that radically distort everything the Commission turns up. Two things in particular have roiled the Senator. One is the work which the public utilities have done through the school system. The other is their method of utilizing the advertising and news sections of publications to further their aims.

These things have so annoyed the Senator that he has introduced two bills which, if they are ever passed—and that scarcely seems likely—would most effectively put a quietus on the educational activities of the utilities. By some that might be considered serious enough, but it becomes downright calamitous when one realizes that the second of these two bills—the one aimed at propaganda in publications—would, according to the *New York Sun*, cause most authorities on various subjects either to give up their anonymity or their honorariums.

Refer to the text of this bill and try to conceive the complications that would ensue were it enacted. Here is one phase of its possibilities, as imagined by the *New York Sun*.

"Colonel Michael Friedsam is deeply interested in the public schools. His views on their conduct are interesting. But under the Walsh bill, he could not express them in this newspaper unless he signed his name, for he is the head of Altman's, which advertises in the *Sun*. Mr. Owen D. Young knows much of literary value, but unless he decided to abandon anonymity he could not express his thoughts on poetry in these columns, for he is chairman of the board of a great radio company which advertises. Mr. Joseph P. Day's knowledge of old and new Manhattan is famous, but the *Sun* could not hope to receive an un-

Going Steadily Higher

Omaha World-Herald *Net Paid
Total Circulation Reached a new
top in November, 1928, Being

134,085 Daily

132,402 Sunday

The average Daily circulation in November was about 2,000 above normal on account of extra street sales due to election and unusual news happenings.

World-Herald *Net Paid Total Circulation Gain for the Last Four Months:

	DAILY	SUNDAY
November . .	134,085	132,402
October . .	129,741	129,958
September . .	127,599	128,655
August . .	123,679	123,110

*The World-Herald actual paid circulation is really 2% larger than the figures quoted in this advertisement—The World-Herald voluntarily deducts 2% each month from all classifications of its circulation statements, to more than take care of any undelivered papers, or copies left over at newsdealers, where no returns are allowed.

The Omaha World-Herald

Omaha's HOME Newspaper

Represented Nationally by

O'MARA & ORMSBEE, INC.

New York

San Francisco

Chicago

Detroit

Los Angeles

signed article from him on the Tea Water Pump, for he is an advertiser. In each case, an authority on a subject would be compelled to give up either his anonymity or his honorarium."

Every publisher could easily think of special circumstances which would reduce the terms of the bill to an absurd basis. Right here at PRINTERS' INK there are many situations which arise that call for use of information from anonymous sources and these sources are frequently advertisers in the PRINTERS' INK Publications. For example, PRINTERS' INK receives a large amount of immensely valuable information from advertising agencies regarding the merchandising activities of their clients. Many of these advertising agencies advertise in PRINTERS' INK. But when the material they supply appears in these columns it seldom, if ever, credits the advertising agency as the source of information. This is a fundamental plank in the editorial policy of PRINTERS' INK. It exists, not because of a whim, but because some forty-odd years of publishing experience have supplied convincing proof that the policy operates to the best interests of readers and advertisers.

However, it does not appear that publishers have much to worry about. The senior Senator from Montana is aiming a popgun at them, but it is hardly likely that the trigger will ever be pulled. And yet there is one angle of the situation about which one might speculate with interest. What would happen to our Public Relations Counsels were such a bill to pass?

Additions to Royal Worcester Corset Company

Mrs. Eva Ware Beckwith has become stylist for the Royal Worcester Corset Company, Worcester, Mass. For six years she was vice-president, secretary and sales manager for Powis-Brown, Inc., maker of hand-made silk and cotton underwear.

Jerome Sill, formerly with the sales promotion department of the Gotham Silk Hosiery Company, has joined the Royal company as manager of sales promotion, succeeding Clayton B. Whitner, advertising manager, who has resigned.

Richmond Agency to Direct Campaign on New Ginger Ale

The Beaufont Company, Richmond, Va., manufacturer of Beaufont Pale Dry Ginger Ale and other carbonated beverages, has appointed the Ralph L. Dombrower Company, of that city, as advertising counsel. A campaign, calling for the use of newspaper, magazine, and outdoor advertising, will commence shortly, featuring a new pale dry ginger ale.

The Dombrower agency has also been appointed advertising counsel by the Southern Stove Works, manufacturer of "Tio-Top" hot blast stoves; the Union Life Insurance Company, industrial life insurance; and the Maryland, District of Columbia and Virginia Laundryowners' Association, all of Richmond.

Changes in Holden, Peters & Clark Agency

F. F. McKinney and D. C. Flint, both formerly with McKinney, Marsh & Cushing, Inc., Detroit advertising agency, are now with Holden, Peters & Clark, Inc., advertising agency, also of Detroit. Mr. McKinney is vice-president and Mr. Flint is office manager.

Another addition to the staff of the Holden, Peters & Clark agency is Paul A. Stocker, an account executive, formerly with the Allied Advertising Agency.

On January 1, the firm name of Holden, Peters & Clark, Inc., will become Holden, McKinney & Clark, Inc.

Real Estate Account to George C. Sherman Agency

George Matthews, Jr., Inc., New York, real estate, has appointed the George C. Sherman Company, Inc., New York advertising agency, to direct its advertising account. Newspapers and class magazines are being used.

Salada Tea Company Appoints J. T. Ballard

Joseph T. Ballard has been appointed assistant advertising manager of the Salada Tea Company, Boston. He formerly was assistant sales manager of The Amrad Corporation, Medford Hillside, Mass.

Kenneth Davis with Perfection Stove Company

Kenneth Davis, formerly with the Perlmuter Printing Company, Cleveland, has been made assistant production manager in the advertising department of the Perfection Stove Company, of that city.

Appoints New Orleans Agency

The Jung Hotel, New Orleans, has appointed the Reese Advertising Agency, Inc., of that city, to direct its advertising account.

The
“Call to Colors”
in
San Francisco

TELL San Francisco. **SELL** San Francisco with *color* in **THE CALL**!

Fifty per cent more color pages in The Call's Saturday Home Magazine during 1928 than during 1927!

RATES include the cost of all color plates, which are made by The Call.

*Largest EVENING Newspaper
Circulation in Northern California*

THE CALL
San Francisco's
Leading Evening
Newspaper

Get in Touch With the Nearest Representative

HERBERT W. MOLONEY, 342 Madison Avenue, NEW YORK
JOHN H. LEDERER, 910 Hearst Building, CHICAGO
KARL J. SHULL, Transportation Building, LOS ANGELES

ONE OF THE 28 HEARST NEWSPAPERS READ BY 20,000,000 PEOPLE

Intelligently
handled
TYPE
HEADINGS



*...are often as effective as
hand-lettered heads...and they
save TIME and EXPENSE*

BUT very careful handling is absolutely necessary...accurate spacing...judicious leading...a tasteful selection of style and size...notching and sawing off shoulders, where necessary...sometimes throwing up to proper size by means of a line plate.

WIENES TYPOGRAPHIC SERVICE, INC.

"Intelligent Cooperation"

203 WEST 40TH STREET, NEW YORK

PHONE LONGACRE 7034

SPECIAL OVER-NIGHT SERVICE TO OUT-OF-TOWN CLIENTS

What Makes a Successful Selling Campaign?

(Continued from page 36)

the old Gilbert movement was a good one, we believe that our present movement is vastly superior.

This brings us quite naturally to the question of design. One of the most interesting merchandising developments of recent years has been the appreciation on the part of manufacturers of the importance of design. They have realized that whether you are making soap or automobiles, design exerts a vast influence on sales. The soap manufacturer of today does not hesitate to go to the Metropolitan Museum of Art for his inspiration in designing an ordinary cake of toilet soap. Even if the product itself does not lend itself to design, the package is an important factor. Fortunately for us, the clock is its own package and, therefore, our design problem is tied up entirely in the making of the clock.

One of the first steps we took in redesigning the line was to make a careful survey of our sales figures in order to find out which items were poor sellers. These were eliminated. We next studied our sales figures and talked with consumers and retailers to determine what would be the general trend of design, so that instead of being a step behind modern taste we would be abreast with it or a step ahead.

The first radical step that we took was to bring out our line of color clocks. While we deserve no particular credit for realizing the importance of color in merchandising since this had already been demonstrated in the sale of a great many other household products, we are proud of the fact that we were the first large company in the field with a line of color clocks.

We soon found that we had hit a rich streak of pay dirt when we came upon the color idea. Although our salesmen were not enthusiastic about the idea at first, we were soon able to show them that color clocks had a great appeal

both to the jeweler and the consumer. Within a short time after we announced our new line to the trade the factory found itself behind in production.

It was only natural that we should study the modernistic trend. Today we have in our line a number of clocks which carry out the best theories of modernistic design. These clocks promise to take their place among our best sellers.

When the salesmen first went out with our new line they were filled with a new enthusiasm and were given a new weapon to help them open jobber outlets which we had never had before and also to help them increase their sales to jobbers who already were handling our products. It is impossible, I feel, to over-emphasize the value of design in the work of any sales organization.

Next comes advertising. Our advertising is built to appeal to three classes of people: The jobber, the retailer, and the consumer. A great deal of our advertising is designed for the retailer's eyes only, because we have realized the importance of our advertising task with the dealer.

I have already mentioned our ideas of stepping up the quality of our line. This work would have been greatly handicapped had it not been possible for us to advertise. By using the right kind of copy we have gradually been implanting in the minds of the consumer the fact that the William L. Gilbert Clock Company, established in 1807, is a maker of quality merchandise. Our advertising also has been of the greatest importance in introducing the color line.

We have used our advertising on the retailer in several ways. First, we have pounded at him continually with direct mail, consisting of folders, broadsides, and letters. Since the color line has been the backbone of our sales drive, we have issued every bit of our dealer folders and broadsides in color. Gradually and subtly we have been preaching the lesson of Gilbert as a manufacturer of quality merchandise. In addition to this, our salesmen have been equipped with advertising portfolios and when-

ever they have had an opportunity to talk to dealers they have shown them our advertising as evidence of what we are doing to increase the sale of Gilbert clocks as quality merchandise.

Of course, we have also used direct mail and our portfolios on our jobbers, and we know that our willingness to back our line with quality advertising has helped us greatly in forming jobber connections and in getting better co-operation from jobbers who are already handling the line.

Our consumer advertising so far has been designed largely to build sales for dealers. We have used coupons with the sole thought of getting inquiries and the inquiries which we have received from all over the world have proved to us that our advertising has the kind of appeal which we want. I have a pet theory that advertising should pay for itself, that is, instead of sending out a coupon which will build inquiries, we should use a coupon which will get us inquiries with checks. Of course, every inquiry is turned over to a dealer and every dollar's worth of clocks that we may happen to sell through our advertising will be delivered through dealers so that both dealer and jobber will get credit for the sale. I see no reason, however, why we should not be able to get actual dollar for dollar sales from our advertising.

Our system of distribution is through the jobber and, therefore, jobber relations are one of the most important factors in the success of our selling organization.

One of our first considerations has been to get the kind of jobbers that we want. Of course, we have had pleasant relations for a number of years with some of the best jobbers in the country but we found that there were still some jobbers who should be handling our line but weren't.

I believe firmly that a company might better be without distribution in a certain territory rather than to be represented by a second-class jobber. I believe, however, that it is just as possible to get the best jobber as to get the second best.

For instance, in one city of this country we had no jobber representation whatever. It would have been possible, without question, to have placed our line with jobbers of the second class but this was not what we wanted. We wanted the best jobbers in that city or no representation at all.

"WE'RE FROM MISSOURI," SAID
THESE JOBBERS

I went to the city personally and interviewed the jobbers and in each case got the same answer: "Go out and show us that the merchandise will sell and in a year or so we shall be glad to take on the line." This, I realized, was just a gentle way of letting us down because there was no possible way we could demonstrate that the product was good without dealer representation, and we did not want to get our dealer representation through second-rate jobbers. Therefore, I decided upon an intensive sales drive in that city. Reversing our usual policy, we called upon the retailers of the city ourselves, and within four days succeeded in selling about \$6,000 worth of clocks. Armed with this sales record we were soon able to convince the jobbers in that city that the Gilbert line was worth handling.

It is because of such experiences as the one just described that I believe that unless very unusual conditions exist there is no jobber who cannot be won if the proper methods are used.

It is highly important that a company have a fair policy toward its jobbers. We will not sell a dollar's worth of merchandise direct without giving credit to some jobber. Even when we have accounts which are so large and so important that they feel they cannot deal with jobbers, we give some jobber in their territory credit for the sale although the business may be handled direct.

In all our relations with our jobbers we maintain an attitude of fairness. Just a short time ago we closed a contract with a jobber who has had more or less exclusive control of a certain territory with the understanding that

Announcement

EARLY in the year a national advertiser bought several million Peabody School Book Cover circulation in a large list of cities.

When school opened in September all the school books in the cities he selected carried the advertising of his products.

Due to manufacturing difficulties he now finds he cannot distribute his products in many of these places, including the cities at the right.

This makes it possible for other advertisers to get the immediate benefit of Peabody School Book Cover circulation in these cities at a greatly reduced price.

Your covers can be put on the books within 30 days, and will stay there until the end of June, 1929.

The small cost will amaze you.

You can use the entire list at the special low rate, or such cities as you wish.

Here is an opportunity to get your story into the most important homes—homes with children—of some of the best cities in the country, and keep it there every day until next summer.

Check the cities you are interested in, and send for complete data and prices.



Peabody School Book Covers are provided to schools by a great educational institution, George Peabody College for Teachers, Nashville, Tenn., which explains the whole-hearted support accorded them among educators. It is only through the cooperation of these educators (many of them alumni of Peabody College) that this remarkable offer can be made.

EDUCATIONAL ADVERTISING COMPANY

George D. Bryson, President

55 West 42nd St.



New York City

PUBLISHERS' REPRESENTATIVES Specialising in the JUVENILE FIELD

The Special Offer applies to these 55 cities, and others

Arkansas: Hot Springs, Little Rock, N. Little Rock, Pine Bluff.

California: Richmond, San Jose, Inglewood.

Connecticut: Fairfield, Milford, Stratford, Wallingford.

Florida: Pensacola, St. Petersburg, Tampa.

Georgia: Atlanta.

Indiana: Gary, Marion.

Iowa: Marshalltown, Sioux City, Waterloo.

Louisiana: Alexandria, New Orleans.

Maine: Bath.

Massachusetts: Fall River, Greenfield, Westfield, Peabody, Winthrop.

Michigan: Pontiac, Adrian, Mt. Clemens.

Minnesota: Mankato, St. Cloud.

New Jersey: E. Rutherford, Ridgely Park.

New York: Endicott, New Rochelle, Peekskill, Poughkeepsie, Hudson, Kenmore.

North Carolina: Charlotte, Winston-Salem, Salisbury.

Ohio: Marion, Springfield, Steubenville.

Pennsylvania: Altoona, Duquesne, Beaver Falls, N. Braddock.

South Carolina: Greenville, Spartanburg.

Tennessee: Chattanooga, Jackson.

we should not give our line to other jobbers not already handling the line in that territory. Shortly afterward, one of our largest jobbers came in with an excellent order. He mentioned incidentally that he would like some of it sent to a warehouse in the territory of the other jobber whom I have just mentioned. It seemed that he was opening up an office in that particular territory. Without any further questioning we decided to sell him only on the agreement that he would keep our product out of his new territory.

I might go on at great length explaining our jobber policy but I can best summarize it by saying that it is based on a foundation of absolute fairness to all our wholesalers.

It is quite important, also, that a manufacturer have good retail outlets. While we cannot control this directly, since our relations with retailers are largely through jobbers, we know that the type of jobber handling our products will almost automatically take care of the type of retailer who sells them.

SHOWING DEALERS THE LINE

We do some sales work direct with retailers. For instance, we are great believers in letting dealers see our line. We wish it were possible to bring every dealer to our factory where he could see the entire line. Since this cannot be possible we do the next best thing and send out our salesmen with as complete a showing as is possible. Every one of our salesmen carries two trunks which weigh, when filled, 362 pounds each. They go to various towns and lay out their line in sample rooms. We make every effort to get retailers to come and see the line as it is thus displayed. We feel that if one retailer in each city gets a new conception of the Gilbert line the salesman's time in that city has been well spent.

For the same reason I have been a great believer in exhibiting at retail shows. I realize that there is often a great deal of waste in this type of work but with our particular problem we have been

highly successful in our exhibits. This year, for instance, I have attended every retail jewelers' exhibit which was worthy of our support. At every opportunity I have talked with retailers and the salesmen who have been with me have talked with them. In this way we have been able to give them the proper idea of our line and also have been able to get a number of very helpful suggestions for the improvement of the line. It may be possible that as our present sales policy becomes increasingly successful and as retailers become familiar with the type of merchandise that we are making now and thus lose their old prejudices toward the Gilbert line as a low quality, low price line, the necessity for attending retail shows will be eliminated. At present, however, we feel that this work is a highly important part of our selling.

You will readily see from what I have said how many things outside of the actual conduct of the sales department are very important factors in the success of the selling organization. Without any of the things that I have mentioned our sales department would have been greatly handicapped.

We now come to a discussion of departmental problems. First, of course, comes the necessity of having real salesmen. In casting about for salesmen I have hired a number of men who had never sold a clock in their lives but whom I knew were good salesmen with the proper initiative and the ability to sell the type of prospects that we wanted. It has been necessary to let some salesmen go, but I feel that in each case it has been as much to the salesman's advantage as to ours because the salesman was wasting his time selling our line.

Next, I believe that it is never good policy to take too much stock in salesmen's alibis. For instance, we analyze sales records and find that Smith cannot sell a certain type of merchandise in territory A, whereas Jones in territory B is successful in selling it. We transfer Jones to Smith's territory and

ADVERTISERS bought 25% more space in the Southern Planter during the past nine months than during the corresponding period last year. 88 years young but still growing!

Long ago space buyers learned that this paper has more than reader influence—it has reader *friendship*—is read as few papers are read. Ample proof of this is found whenever returns are keyed.

Those who love the melody of the mashie and the carol of the cleek are justly proud when they take fewer strokes to go around the course. We too are proud because every dollar spent for space in the S. P. is proven to go so far whenever the advertising yardstick is applied.

Golfingly speaking, the Planter at 89 years of age is always in the first flight and not infrequently turns in the best medal score.

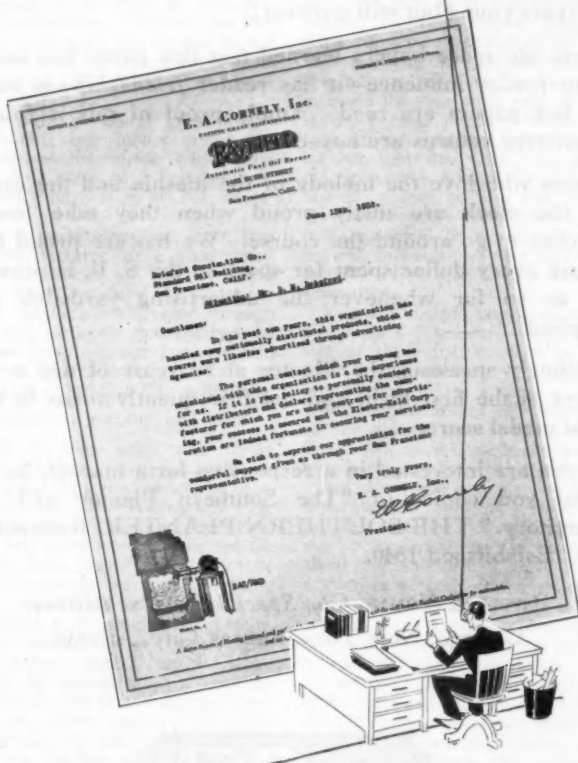
If you are interested in a responsive farm market, let us send you copies of "The Southern Planter and Its Territory." THE SOUTHERN PLANTER, Richmond, Va., Established 1840.

RIDDLE & YOUNG Co., *Special Representatives*,
Chicago, New York, Kansas City, Atlanta.



Home of the Southern Planter

A new experience with advertising agencies



BOTSFORD-CONSTANTINE COMPANY Advertising

PORTLAND • SAN FRANCISCO • SEATTLE

Member American Association of Advertising Agencies
and National Outdoor Advertising Agencies

Smith to Jones' territory and watch the results. If Jones proves that he can sell this merchandise in territory A, as he has been able to do in territory B, it demonstrates that Smith is out of place.

We seek the type of salesman who goes ahead on his own initiative. For instance, one of our best salesmen in studying the colored clock problem wished to make an unusual demonstration of the fact that color clocks are not simply merchandise. We have long known from tests that we have made that our color clocks are excellent attention-getters in the windows of the jewelry store. We have told jewelers that if they will use them as backgrounds in their windows they will get the attention of passersby and lead them into their stores.

This particular salesman went to one of our jobbers and asked for the loan of various items which are found in the average jewelry store, items such as watches, silverware, and so forth. He then went to a photographer and built a model window, using color clocks as a background and putting the other merchandise in various parts of the window. He had photographs taken, and armed with these photographs went out and talked to retailers. This policy was so successful that we have equipped all of our salesmen with similar photographs and are having them preach the lesson of color clocks in displays to our dealers.

I could go into my experience and find other examples of initiative which have been equally successful in helping build sales.

We also believe in a simple but complete system of sales records. We want, if possible, to find out within a minute or so, how much of any of our products any salesman is selling to a certain jobber in his territory. Our sales record system also is worked out so that upon analysis it will demonstrate quickly the weaknesses or strength of any particular salesman. There is not space here to go into the details of this system so I can only emphasize its importance.

We are also great believers in



**"A good
advertise-
ment of a
good pro-
duct will
always
pay in
Punch"**

THOMAS RUSSELL

MARION JEAN LYON
Advertisement Manager, "PUNCH"
80, FLEET STREET
LONDON, E.C. 4, ENG.

Good Copy



It is our privilege to print the token of a campaign that everybody knows is for the benefit of everybody—

*Buy
Christmas
Seals*

**HAWLEY
ADVERTISING
COMPANY
Inc.**

**95 MADISON AVE.
NEW YORK CITY**

giving the good salesman every co-operation. I know that if any of our salesmen get into a particular bit of sales difficulty which is beyond their control, there is not a salesman on our sales force who would not gladly go to the aid of the man in trouble if I gave him the instructions.

TWO SALES MEETINGS A YEAR

We are also great believers in building up morale among our salesmen. Of course, every sales executive believes in this but we emphasize the importance of a spirit of friendliness and co-operation among all our salesmen. We try to have two sales meetings every year in which we call the salesmen to the factory and go over our plans. In these meetings we give the salesmen an opportunity to tell what they think of the line. They are allowed to explain to us why they believe they cannot sell certain numbers and why they believe they get large sales on others. If we find that a salesman's reasons are not logical we argue the question out with the man and show him why he should be able to sell the item. On the other hand if the salesman's arguments are convincing, we take his word for it and do not insist that he push the item.

Last year I let the salesmen set their own quotas on certain items and in only two cases did I feel that the quota was too small. As a matter of fact, a number of the salesmen set quotas beyond those which I ordinarily would have set myself.

We also believe in giving the salesman better than an even break. If there is a certain item that we want pushed we make the commission on that item large enough to make it worth the salesman's while to push it.

We also believe in a sufficient compensation to attract good men and to hold them. If any salesman in our organization were able to make a great deal of money selling the line, we should not take that as a signal to cut down his commissions the next year. Yet I know of companies where a good

CHAIN STORE REVIEW

Vol. I

No. 6

To the Top

Written to the key and buying executives who control every move in the \$10,000,-000,000 chain store field, **CHAIN STORE REVIEW** does not waste the advertiser's dollar.

Its articles on basic principles and modern trends written by leaders, appeal to these men as is proved by their response.



For further information and details write

Chain Store Review, Inc.

*"The authoritative business publication for
Chain Store Executives and Buyers"*

1732 Graybar Bldg., New York City

—or—

929 Straus Bldg., Chicago, Ill.



A R For Your Business— Advertising in the N. A. R. D. JOURNAL

Issued Weekly

**Paid Circulation
over 21,000**

One of Its Features
That gets and Holds
That All-Important
"Reader Interest":

THE PRICE LIST

The Journal price list consists of over five pages of drugs, pharmaceuticals, barks, beans, berries, herbs, leaves, flowers, etc., carried in drug stores, giving the price of each item in Chicago, New York and San Francisco.

These prices are corrected weekly—thus keeping it up-to-date.

A very large number of N.A.R.D. Journal subscribers keep it on the prescription counter continuously in order to have it convenient for reference to the price list which is conceded to be the best of its kind published.

*Journal Advertisers Get
Results.*

N.A.R.D. JOURNAL

**168 N. Michigan Avenue
Chicago, Ill.**

Phone: State 8622

**New York Representative
W. D. WARD**

**254 W. 31st Street, New York
Phone: Penn. 9055**

record on the part of a salesman merely means that he finds his compensation cut the next year with the result that he realizes that the bigger record he piles up the more handicaps he will face. This is short-sighted sales management and is never successful in building up a force of good salesmen with good morale.

Personally I do not believe in desk sales management. For instance, during the last year I have been home only eleven week-ends and just finished a journey in which I covered 9,000 miles in three weeks, doing a large part of my traveling by airplane. I believe that the airplane will be of increasingly great help to the sales manager who wants to keep in close touch with his men. In traveling by plane the sales executive can be in almost any territory in a short time and is often able to save a threatening situation when a delay even of a few hours would mean the loss of considerable business.

Only by getting out in the territory, by talking with the salesmen, by working with them, visiting retailers and jobbers, by talking with consumers can a sales executive keep in close touch with the problems which his salesmen are facing. The development of our company during the last couple of years has made it essential that the executives of the company keep in close touch with conditions on the road. Much could have been accomplished by desk sales management, but nowhere near as much as by the actual close contact I have had with my salesmen.

In an interview of this type it is impossible to go exactly into any one factor of salesmanship, but I have tried to cover briefly the main reasons for the success of the Gilbert sales department. As I pointed out before, the lack of any one of the things that I have mentioned might not have been fatal but I am sure that the sales department would not have been able to increase its sales so greatly this year if the picture and background of our company was not as I have painted it.



Along with the Dodo

A Vanishing Activity.

Every year sees the scope of the free lecture system of the Board of Education curtailed, not because the school authorities are reluctant to appropriate the necessary funds but because the public seems to have lost taste for the type of discourses provided. It is many years since the lecture system, proudly calling itself a "University of the People," attracted an attendance of more than 1,000,000 persons in a single season. In the school year just ended only 236 lectures were offered, and the total attendance was 56,800.

Should the lecture system, then, be abolished? The truth is that it already has all but vanished. The eight centers still maintained can hardly claim the dignity of being called a "system." It is doubtful if the "University of the People" can be recreated under present conditions, though there probably always will be room for a limited number of school lectures for adults.

The lecture system, whether in school-houses or in magazines, is on the way out.

99% plus of the reason for MoToR's dominance in its field is due to the fact that it has put reader interest first.

It is a magazine—not a "trade paper."

A magazine that is read and liked is a good advertising medium. In the October issue 180 advertisers using 168 pages—thought so.

MoToR feels that statistics about markets, circulation, distribution and whatnot, may have overshadowed the one reason there is for a magazine's existence.

No magazine has a legitimate excuse to be, unless it is READ.

MoToR's leadership is based on this one fact—it is an INTERESTING MAGAZINE.

MoToR invites a comparison of its growth in circulation and advertising with that of any other magazine in the field.

MOTOR

THE AUTOMOTIVE BUSINESS PAPER

You can now reach ALL your prospects in New York!

THE problem of reaching local trade by direct mail has always been a difficult one to solve. Banks, manufacturers, chain stores and retail stores of all types have for years sought a method of reaching neighborhood prospects.

The new service now available to our clients provides the names and addresses of all private telephone owners in Manhattan, Bronx, Queens and Brooklyn, by streets, avenues or neighborhoods.

Supplemented by the *complete* direct mail service we are equipped to render, this new feature can be made a weapon of utmost power in building sales for 1929 in New York.

Arrangements may be made at once for the use of this service. Write or telephone.

(The use of this service, straight run of names, any street, avenue or locality, in any quantity, is offered without charge to all users of our direct mail facilities.)

COYNE & COMPANY

131 DUANE STREET, NEW YORK

INC.

Barclay 9626-7-8

DIRECT MAIL

Planned — Printed — Processed — Addressed — Mailed
Sales Counsel — Market Analysis — Plan — Copy — Art

I Never Ask Our Credit Manager to O. K. an Order

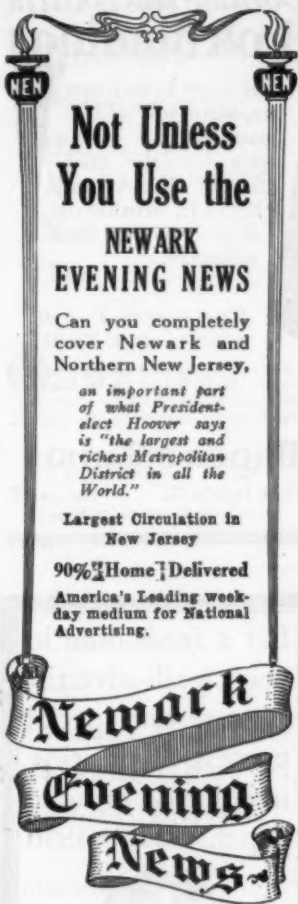
(Continued from page 6)

manager can imagine how much of a hit this made with us. We were all anxious to help the good work along. Practically every order he turned in was accepted as he stuck quite closely to the "approved list" which he carried.

But one day, while working one of his larger towns, where we have several good accounts, he happened to notice one of the best looking furniture stores he had seen in his whole territory. The name over the door did not appear on the list. He thought this rather strange, but going on the theory that any "home office" is apt to miss some good bets, he went in.

In the next mail we received an order that spread over several order sheets. It ran considerably above a whole week's quota for this salesman. After "J. H. H." had looked it over, he smiled and said: "Wouldn't it be great if we could get that kind every day—if they came from safely rated dealers? This is the first we've had from this fellow in a long time. We had to sue him a few years back. He has been on the verge of bankruptcy for years, but somehow hangs on. There are still some manufacturers who will take a chance on him and make it possible for him to struggle along. He must be getting pretty desperate to come back to us, but perhaps he figures that our new salesman will turn the trick for him as far as this order is concerned."

Upon referring to Lyon's, Dun's and Bradstreet's we found this dealer listed "blank." There was no doubt what would happen to the order, but how to get the blow over to an enthusiastic, prize new salesman was the problem before us. "J. H. H." wrote for special reports and called a couple of nearby fellow credit managers on the telephone. He found just what he expected—certain fac-



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You Use the
NEWARK
EVENING NEWS**

Can you completely
cover Newark and
Northern New Jersey,
*an important part
of what President-
elect Hoover says
is "the largest and
richest Metropolitan
District in all the
World."*

**Largest Circulation in
New Jersey**

90% Home Delivered

**America's Leading week-
day medium for National
Advertising.**

**Newark
Evening
News**

EUGENE W. FARRELL

Business and Advertising Manager
Home Office, 215-221 Market Street,
Newark, New Jersey

O'MARA & ORMSBEE, Inc.

General Advertising Representatives
New York, Detroit, Chicago,
San Francisco

Volume plus Skill in Book Binding

For years before our capacity was 45,000 case bound books per day, the quality of Brock and Rankin workmanship was our best salesman.

It still is.

Customers from coast to coast. Write.

Edition Catalogs; Edition School Books; Book Covers, Cloth, Leather, Imitation Leather, Super Finished; Paper Cover Catalogs; Edge Gilding.

BROCK & RANKIN

619 So. La Salle St.

Chicago Ill.

Commercial Binders for 36 Years

For a fresh note in your mail advertising use our special process of printing in color on antique paper. *Medallion 4836*



CURRIER & HARFORD

LTD • 460 W. 34th STREET, N.Y.

SELECTIVE ADVERTISING

tories had cut this dealer off on further credit; two or three judgments were outstanding, running well up into the thousands, and there was talk of some of the larger creditors organizing to take over and operate the business in order to save it if possible.

Our new salesman was then called into the factory and the whole sad story laid before him. He was deeply disappointed, to be sure, but he complimented us on the way the matter had been handled. He said: "I see now why that dealer's name wasn't on my list. From now on I'll *stop, look and listen* before I make my calls. I haven't the time to waste on the poor risks as long as there are about 300 good ones in my territory."

About two months ago one of our longest-in-service salesmen took on a man to assist him in covering his territory. This new man, after visiting the factory and receiving training in the field under our senior salesman, started out in fine shape. But for some reason he didn't take seriously what he had been told about conserving his time as related to calling on dealers below the credit rating "danger line." He sent in a flock of orders for the first week, of which more than half had to be turned down—they were easy to sell and maybe he figured he'd "break in" on them. But he had to be shown that this kind of "breaking in" is largely a waste of his time and ours.

SIZE DOESN'T COUNT

The thing we had to get over to this salesman was that "it isn't the size of a dealer's store that counts—but his ability to meet his obligations in line with our terms." He seemed to have the idea that we weren't interested in small accounts, where, as a matter of fact, the bulk of our business comes from the smaller dealers. But they are safely rated—or have satisfied our credit department of their ability and willingness to pay—and their names are on our "approved lists." This new salesman had to be taught not to disregard the prepared list—not

**Hoboken
New Jersey
Has
A
Newspaper
The**

Jersey Observer

**That
Sells
75%
Of its
Circulation
In
Jersey City
Union City
And 5 Towns**

**Guaranteed larger circulation in Hudson
County, New Jersey, than that of any other
local newspaper.**

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JERSEY CITY

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UNION CITY

Gilman, Nicoll and Ruthman, Chicago and San Francisco

MEMBER A.B.C.



22 Years of Printers' Ink at ▲▲▲▲▲ D' ARCY ADVERTISING CO.

"Our file of Printers' Ink Weekly is complete from 1906 to date and file of Printers' Ink Monthly includes all issues of that publication to date."

—D'Arcy Advertising Company.

This photograph shows but a part of the D'Arcy library. File of Printers' Ink Monthly is maintained separately.

The D'Arcy organization subscribes for fourteen copies of Printers' Ink Weekly and nine copies of Printers' Ink Monthly for current use.

to go slam-bang over the territory, selling Dick, Tom and Harry regardless of everything.

Here's the result of rather an expensive experiment which we made last year in one territory—it will show what happened when we "let down the bars" somewhat. It will also show that we aren't entirely averse to trying a thing at least once—either to prove a theory or to give a fair test to something which offers reasonable possibilities. This particular experience covered a period of six months and for the time being ran our credit losses up somewhat for the entire business.

A REQUEST TO LOOSEN UP

In one of our big city territories we had four young men working. They were "live ones" and surely could turn in a nice volume of business. They had been drilled at the factory, both by our "C. M." and "S. M." in line with the policy already outlined. And they were perfectly in accord with it. But they came along with the proposition that if we would "loosen up a bit" on certain dealers whom they knew personally and would like to sell they could get a lot more business for us. They agreed that they would co-operate with us in the matter of collections. In fact, without agreeing to take the risk themselves (which we wouldn't have listened to anyway) they assured us they could get the money when due—from each and every dealer they might recommend for credit.

This was one time when I came as near asking my fellow department manager to break over and grant a concession as I have ever done. We talked it over. I said: "Of course, I am not going to recommend a wholesale let-down or acquiescence to their request in this case, but inasmuch as they are working hard and getting nice business for us in a highly competitive market, naturally, I'll appreciate any encouragement you can give them. I shall not, however, recommend any particular dealer for credit.



OF THE
HARDWARE
TRADE THERE'S
JUST ONE
MAGAZINE

**GOOD
HARDWARE**

79 MADISON AVE.,

N.Y.C.

you're proud
of YOUR
product—
we're just
as proud
of our
printing!

LONGACRE

417 W. 43 ST.
NEW YORK

PRESS
ring..Med. 1953



CONCENTRATED on a *Live Market*

Poultry raising has just scratched the surface in the North Central States. New hatcheries and new fanciers are springing up everywhere. Interest is at a high pitch.

This is the kind of market that affords greatest possibilities for new business . . . for equipment . . . supplies . . . remedies . . . breeding stock . . . chicks.

If you are seeking fertile markets for commodities of this type, look to the North Central States. Then let Poultry Farmer help you reach these real prospects. It is the only poultry publication concentrating on this fresh, live, developing territory. Don't overlook it. Write for complete information.

MIDWEST PUBLISHING CO.,
Appleton, Wis.

POULTRY FARMER
And
RABBIT BREEDER

This is where you must be the sole judge."

Well, we eased up a bit in that one territory, with the rather interesting as well as expensive and convincing result of better than a 5 per cent loss on the six months sales—in contrast with considerably less than 1 per cent for the business as a whole. If our line were "marked up" so that we might absorb so heavy a credit loss, it wouldn't be a bad idea to go along on that basis—but it isn't and we don't believe in that sort of policy, anyway.

No, I shall never ask our credit manager to O. K. an order. You have no idea how much grief this decision will save me, unless you've tried the same thing yourself.

Death of James O'Doyle

James O'Doyle, for forty years owner and publisher of the New Britain, Conn., *Record*, died at that city on December 8. He purchased the *Herald*, then a weekly, in 1888, with the late James Bacon as a partner. In 1890 he bought out Mr. Bacon's interest and two years later changed the paper into a daily. At the time of his death, Mr. O'Doyle was in his seventy-third year.

Do You Lose Money on "Class 4" Dealers?

Royal Worcester corset salesmen are to concentrate on dealers of Classes 1, 2 and 3. "Class 4 dealers could not bring together a big enough crowd." The explanation is found in the article on page 73 of this issue of *PRINTERS' INK*, entitled "Why Royal Worcester Salesmen Are to Get New Territories."

Stanley Park with Veldown Company

Stanley Park, formerly in charge of chain-store activities of The Mennen Company, Newark, N. J., has joined the Veldown Company, Inc., New York, as sales manager of its private label department.

Appoints Hirshon Agency

The Viophonic Corporation, New York, manufacturer of Tiz-Golf, an indoor golf game, has placed its advertising account with The Arthur Hirshon Company, Inc., New York advertising agency. Newspapers will be used.

Marion Sellberg, formerly advertising manager of the Kinney & Levan Company, Cleveland, has joined Kathryn King, advertising, of that city.



The National Fertilizer Association Survey says:

¶ That The Indiana Farmer's Guide reaches 75.9 per cent of all farms in Indiana taking farm papers. This is almost double the coverage of the nearest contemporary.

¶ According to this survey, 71.4 per cent of all farms in Indiana are reached by The Indiana Farmer's Guide. That is almost double the coverage of any other paper.

¶ These same results have been proved by two previous surveys. In Indiana the choice is clear and the way to reach Indiana farmers easy.

¶ There is only one paper to buy—The Indiana Farmer's Guide. If you want to read the **triple proved facts** about the Indiana farm paper situation, send for this folder.

William G. Campbell, Publisher
Tom L. Wheeler, Editor-in-Chief

Indiana Farmers Guide

Huntington, Indiana

155,000 Copies Weekly

Represented by RIDDLE & YOUNG CO.—Chicago, New York, Kansas City,
Des Moines, Atlanta, San Francisco

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1883 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
 Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street, GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street, GWO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

San Francisco Office: 364 Market Street, M. C. MOGENSEN, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

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NEW YORK, DECEMBER 13, 1928

A Warning to Dentifrice Advertisers

Whereas, the First District Dental Society recognizes the importance and value of tooth powders, tooth pastes and other dentifrices as an aid to oral health, and

Whereas, certain manufacturers of tooth powders, tooth pastes and dentifrices have recently made extravagant claims for their products, and

Whereas, such misleading statements tend to injure the oral health movement as related to public welfare,

Be it therefore resolved that the First District Dental Society in regular session assembled condemns the misleading statements of certain manufacturers of tooth powders, tooth pastes and dentifrices, and,

Be it further resolved that each member of the First District Dental Society do all he can to enlighten his patients regarding the true value of dentifrices.

There, in formal language, is the first sign that the dental profession as a profession is actively revolting against the super-advertising claims of certain manufacturers of dentifrices. The First

District Dental Society is an organization made up of some of the leading dentists of New York City and is the second largest district dental organization in the United States.

The wonder is that this revolt has been so long in coming. For some time leading dentists have expressed themselves both privately and publicly as being deeply disgusted by the extravagant claims made by certain advertisers. It has remained, however, for the First District Dental Society to give official expression of this disgust. Several leading dentists, when interviewed by PRINTERS' INK, expressed the belief and the hope that this is merely the first of a number of official condemnations.

Anyone at all familiar with the science of dentistry knows how absurd have been the claims advanced for some dentifrices as curative and preventive agencies. Unhappily the general public does not know a great deal about the science of dentistry and has, if we may borrow an expression from the vulgate, fallen and fallen hard for dentifrice advertising. Because of this, the more flagrant offenders have adopted a public-be-damned attitude and pointed to inflated sales figures as the final answer to any questions concerning the ethics of their advertising.

Now, however, the dental profession is beginning to express itself in measured terms. No longer is it going to be content to sit by passively and let the advertisers make any claims they care to make. From now on the dentists are going to be active opponents of the unethical advertiser.

There is no question that the dental profession owes a great deal to a number of dentifrice advertisers. These advertisers have done a splendid work in making the man in the street conscious of his need for healthy teeth and have done much to build up the habit of "going to the dentist." The dentists admit their debt and are not grudging in their praise of those advertisers who have continued to build good vol-

ume without sacrificing their ethical well-being.

The dentists of today, however, are not willing any longer to allow the unethical advertiser to ride in on the band wagon of the ethical advertiser. They are not willing to remain complacent merely because the unethical advertiser, after making extravagant claims, gives the dentist a sly pat on the back.

The next time you go to your dentist ask him what dentifrices he recommends. The chances are pretty nearly 100 to one that he will not name one of the unethically advertised brands. In the past, however, he has been content to keep his dislike of certain brands to himself. In the future he will speak out—at least, he will if he is a member of the First District Dental Society.

The resolution of the society offers a definite reward to the advertiser who has put his obligation to the consuming public above his greed. It offers a definite warning to the advertiser who has thrown ethics overboard and who has measured success merely by a warped vision, warped by a too close study of the balance sheet.

In the long run super-advertising is never good business. PRINTERS' INK hopes and believes that during the next few years we are going to see a definite proof of this statement in what will happen to the unethical dentifrice advertisers.

Concerning Monotony

Advertising men, it seems to us, should not withhold their sympathy from those critics of the "machine age" whose gloomy predictions of its soulless and deadly monotony, drab dreariness and uniform ugliness have been so plentiful. For it is due to advertising men in considerable degree that these predictions, in increasing measure during the last few years, have been made ridiculous by the event.

The curious and disconcerting part of it (to the prophets of pessimism) is that in so many instances of late the machine has

worked in exactly the opposite direction to that in which, if it had listened to its critics, it should have done. The machine, in fact, has been busily making it possible for us all to be a lot more individual in our dress, our houses and furniture, our occupations and recreations, than ever before; and advertising motives have frequently been a determining factor in bringing this about.

It is surely an old story to readers of PRINTERS' INK, that literally hundreds of products, once hidden in drab anonymity, have been endowed with individual distinction of design, of pattern and color as part of a process in which advertising for purely commercial motives has been an important factor. Some day even the prophets will also realize what has been going on directly under their noses.

No harm will result from the fun that is poked at some of these new departures and enterprises. Any movement that has as much life and energy in it as this, will sometimes in sheer exuberance overstep the boundaries into absurdity. But the corrective of ridicule is always handy. It may not seem important to the esthete that even coal, and plaster and chicken wire and chewing gum are taking on individuality in our modern world; but it helps to make life more interesting.

Advertising for Competition Only

In the '90's, when the companies manufacturing Clark's O. N. T. and J. & P. Coats thread merged, one of the first actions taken by the new company was to discontinue advertising. When it is realized that both companies had been heavy and consistent advertisers from the late '60's this decision seems surprising.

In the December PRINTERS' INK MONTHLY James G. Clark, president of The Spool Cotton Company, gives the reason for the decision when he says, "To the directors of both firms advertising was simply and solely a weapon in the fight for the mar-

ket. That it could be, and indeed was without their knowing it, a much more valuable building tool with a permanent duty to perform in market maintenance was a thing to be learned only by a later generation." That the present management of the company realizes the true value of advertising is shown by its current advertising plans.

As Mr. Clark points out elsewhere in his article there is a big lesson to be learned from the experience of The Spool Cotton Company. Too many advertisers are advertising against competition with the idea of taking customers away from competitors rather than building new customers.

Competitive advertising seldom, if ever, pays, in the long run. The victor in a war of this kind is usually the third party who stands by until the smoke of battle has cleared and then runs away with the spoils.

Advertising is too valuable a business weapon to be employed in tearing down competition. It can be used more efficiently in building up markets.

The Automobile Has Now "Arrived"

R. H. Grant, vice-president of the Chevrolet Motor Company, is finding it easy this time to prepare some really inspirational material for the Chevrolet dealers' meetings to be held starting in January during the various Automobile Shows. Mr. Grant's theme of course will be the new Chevrolet Six; and he and H. J. Klinger, his sales manager, will have in it and the merchandising reasons behind it something especially worthy upon which to exercise their histrionic talents as sales meeting conductors. (The April, 1928, issue of **PRINTERS' INK MONTHLY** told how Messrs. Grant and Klinger organized their departments into traveling theatrical troupes to take the sales message to dealers.)

One big thing that Chevrolet and substantially all other automobile manufacturers will be able truthfully to tell their dealers during

1929 is that the consumer, the buyer, will get more automobile for each dollar he invests than ever was the case before. The Chevrolet Six at the price of the Four is one example; and the Ford Model-A at a selling price little higher than that charged for the ancient "tin lizzie" is another. Go from these cars of the masses into the higher priced "jobs" of the classes and you encounter the same condition of almost unbelievable value.

Scientific merchandising is the force that has brought all this about. We can well recall that time, only a few short years ago, when many people wanted Henry Ford and his first experimental car ruled off the streets of Detroit as a public nuisance. People didn't like the automobile and didn't want it. Advertising got the new horseless carriage into their buying consciousness and the demand became universal.

Scores of companies, seeking their part in the great profits promised by the new industry, began to turn out automobiles—some good and some bad. This bitter competition brought about the inexorable workings of the economic law providing that only the fittest shall survive. It has been rather a painful process for some; but the mills of automobile competition, like those of the gods, have ground exceedingly fine. Anyway, here are the automobile values to tell their story. These did not just happen. Perfectly balanced production and merchandising have brought them about—just as these same forces can, and doubtless will, produce like conditions in other industries.

Some people have referred to the present automobile situation as representing a merchandising miracle. If they would look upon it as an outstanding example of common sense business practice they would be correct. Meanwhile, what has become of the saturation bogey? Those who were loudly predicting it a couple of years ago are now strangely silent. The automobile has been with us for a number of years; but, in the truest sense, it has only arrived.

Newell-Emmett Company

Incorporated

Advertising · Merchandising Counsel

40 EAST 34TH STREET

New York

AN ADVERTISING
AGENCY FOUNDED
ON THE IDEA OF
RENDERING SUPER-
LATIVE SERVICE TO
A SMALL NUMBER
OF ADVERTISERS

CLIENTS

Liggett & Myers Tobacco Co.

Western Electric Co.

Snider Packing Corporation

Loose-Wiles Biscuit Co.

Graybar Electric Company

Association of American Soap
and Glycerine Producers

National Bank of Commerce
in New York

"NOT HOW MUCH, BUT HOW WELL"

Advertising Club News

St. Louis Conference Discusses "Handling Salesmen"

Approximately 800 sales managers and sales executives attended the second one-day Sales Executives Conference held at the Hotel Statler, St. Louis, on December 5, under the auspices of the Sales Managers Bureau of the St. Louis Chamber of Commerce. The theme of the conference was "Handling Salesmen."

C. W. Matheson, general sales manager of Dodge Brothers, Detroit, speaking on "Home Office Supervision," advised that a salesman never be criticized in the presence of any other person. "Never criticize when you are in an angry mood or in a manner to cause the salesman to lose his respect for you as a leader," stated Mr. Matheson. "Helpful and kindly advice," he continued, "are more beneficial than the old-time hawling-out process." Adherence to the advice of those in the field force, who are acquainted with the demands and requirements of the buying public, was another recommendation made by Mr. Matheson.

Alfred Schindler, sales manager, Central States, Ralston Purina Company, speaking on the subject of "Field Supervision," enumerated eight requirements for promotion in the sales force of the company. In the order of their importance these are: Loyalty to the company, ability to carry out instructions, industry, ability to plan work, ability to show how to sell, ability to settle difficulties, personal selling ability and personal ambition.

"Equipping Salesmen with Modern Selling Methods" was the subject of a talk by C. O. Bedell, director, national selling procedure, Butler Brothers, Chicago. E. St. Elmo Lewis, business counselor, Detroit, addressed the sales executives on "Getting and Keeping the Salesman on His Toes."

The constructive tone of the speeches and the large number of executives engaged in sales capacities who attended added to the interest and success of this second conference, which was held as a result of the success of the introductory one held last year with "Training Salesmen" as its theme.

* * *

Chicago Legion Post Elects New Officers

Chicago Post No. 170, American Legion, composed of Chicago advertising men, elected Howard G. Smith, of The H. K. McCann Company, commander for the coming year at its annual business meeting last week. C. W. Bellis, S. C. Beckwith Special Agency, E. L. Hadley, Cable Piano Company, and Don Smith, Liberty, were elected first, second and third vice-commanders, respectively. Malcolm G. McEachren, Illinois Lithographing Company, who is the new treasurer, has as his assistant D. D. Warner, Mason Warner Company. The new adjutant is Berry Stevens, How-

land and Howland. Hamilton Wilde, New York World, is assistant adjutant.

The directors for each of the five divisions are: Advertising agencies, Vernon D. Beatty, Williams & Cunningham, Inc., Frank H. Hakewill, Roche Advertising Company, and John H. Jameson; advertising managers, Victor Fabian, Colgate-Palmolive-Peet Company, Harlow P. Roberts, Pepsodent Tooth Paste Company, and Joseph P. Smith, Atlantic & Pacific Tea Company; magazine representatives, Sidney Warden, PRINTERS' INK, Thurlow Brer, The New Yorker, and Wilbur Eickelberg, Smart Set Magazine; newspaper representatives, Ernst W. Roscher, St. Louis Post-Dispatch Arthur B. Olsen and Kellogg M. Patterson; miscellaneous, Herbert A. Knight, J. M. Bundscho, Inc., Verdon Vroman, Chicago Trust Company, and Samuel P. Newton.

* * *

Agency Group Told About Farm-Paper Survey

An analysis of a study on duplication of farm papers was the subject of a meeting, last week, of the advertising agency group of the Advertising Club of New York. The methods underlying this survey, which was directed by Daniel Starch, director of the department of research, were outlined in an illustrated talk by Dr. Starch.

Earl C. Norris, of Churchill-Hall, Inc., exhibited charts in a talk during which he explained how information from the newspaper, magazine and farm-paper surveys conducted by Dr. Starch was being used to determine and check up on advertising campaign schedules.

* * *

David Kauffman Is Made Treasurer of Sacramento Club

David Kauffman has been appointed treasurer of the Sacramento, Calif., Advertising Club to fill out the unexpired term of John N. Clark, resigned. Mr. Clark has been made assistant advertising manager of the W. P. Fuller Company, San Francisco.

* * *

Minneapolis Advertising Women Organize

A professional organization among the advertising women of Minneapolis, Minn., has been started with Miss Elsie H. Steinmetz as temporary chairman. Sixty-five members are already enrolled.

* * *

Lantern Club to Hold Annual Meeting

The annual dinner and election of officers of the Lantern Club, Boston, an organization of magazine representatives, will be held at the Boston Athletic Association on December 19.



Mr. George S. Chappell

THE Forbes Publishing Company, Inc., announces the appointment of Mr. George S. Chappell as Editor of *The Architect*, January 1, 1929.

To the readers of *The Architect* Mr. Chappell requires no introduction. Since its inception he has contributed to it many noteworthy articles, and as an author he has achieved an enviable distinction.

His appointment on our staff marks another milestone in the progress and leadership of *The Architect*.

FORBES PUBLISHING COMPANY, INC.
101 PARK AVENUE - NEW YORK
Publisher of





- Sections to be described in subsequent issues
 ■ The NORTH CENTRAL SECTION
 ■ Sections described in previous issues

*the
market*

Ohio—Michigan—Wisconsin—Illinois—Indiana—with over 24 Million people—spends 2½ Billions a year for Department Store Merchandise.

**In the sample State of OHIO
with a population of 6,600,146**

*town
coverage*

DRY GOODS ECONOMIST reaches 87% of all cities of over 25,000 population and 70% of all cities and towns of over 5,000 population.

*store
coverage*

DRY GOODS ECONOMIST covers 81% of all Class I stores* and 70% of all stores rated from \$35,000 and up.
*Department and dry goods stores rated \$125,000 and up.

DRY GOODS ECONOMIST deserves First Consideration as the medium for any selling message to Department and Dry Goods Stores. The above facts regarding coverage in the North Central Section are just as representative in the other sections of the country.

DRY GOODS ECONOMIST

239 West 39th St.

New York City

Offices in principal cities

DECEMBER MAGAZINES

VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES(Exclusive of publishers' own
advertising)

	Pages	Lines
Town & Country (2 issues).....	157	105,916
House & Garden.....	140	88,242
Vanity Fair.....	121	76,372
Country Life.....	112	75,414
Arts & Decoration.....	92	61,950
Forbes (2 Nov. issues).....	108	48,954
House Beautiful.....	63	39,506
Popular Mechanics.....	175	39,265
Atlantic Monthly.....	168	37,709
Nation's Business.....	87	37,218
Harpers Magazine.....	166	37,100
The Sportsman.....	55	34,967
Popular Science Monthly.....	74	31,842
Cosmopolitan.....	72	30,975
American Home.....	50	30,507
American.....	70	30,048
Boys' Life.....	44	29,636
American Boy.....	42	28,504
International Studio.....	41	27,832
True Story.....	64	27,344
Magazine of Wall Street (2 Nov. issues).....	61	26,169
Scribner's.....	111	24,773
Magazine of Business.....	57	24,546
World Traveler.....	36	22,881
True Detective Mysteries.....	49	20,892
World's Work.....	92	20,640
True Romances.....	47	20,098
Physical Culture.....	47	20,079
Red Book.....	46	19,864
Dream World.....	44	18,966
Normal Instructor.....	27	18,695
Photoplay.....	43	18,360
Review of Reviews.....	81	18,206
Radio News.....	39	17,385
Theatre.....	28	17,380
American Mercury.....	71	15,818
Field & Stream.....	35	15,172
Science & Invention.....	34	14,867
Psychology.....	34	14,728
Motion Picture Magazine.....	34	14,685
Open Road for Boys.....	32	13,840
Asia.....	31	13,500
National Sportsman.....	31	13,394
Forum.....	60	13,340
Youth's Companion.....	20	13,270
American Golfer.....	21	13,114
Getter Homes & Gardens.....	28	12,385
Smart Set.....	28	12,203
True Confessions.....	27	11,483
Golden Book.....	51	11,429
Elks Magazine.....	25	11,400



MR. JOHN CARTER
Formerly Assistant Editor,
New York Book Review

INCREASED SERVICE

For FORBES Executive Readers

Mr. CARTER, now Economic Adviser to the Division of Western Europe in the Department of State, Washington, D. C., is in charge of the Book Review Department of FORBES MAGAZINE in which he will review important new books that business men should know about. This service will start in the December 15th issue.

The constantly increasing editorial service that FORBES is giving its readers is the foundation for its continued growth as a medium of importance in reaching the men higher up in business and industry.

CO-ORDINATION OF INDUSTRY

is a program of major importance that FORBES is helping to carry on in the interest of solving the problem of the peaks and valleys of employment. Full information is to be found in a booklet, 'THE CO-ORDINATION OF INDUSTRY', which will be sent free to executives on request.

FORBES MAGAZINE

B. C. FORBES, Editor

WALTER DREY, Advg. Director
120 Fifth Avenue New York

REPRESENTATIVES:

New York—120 Fifth Avenue, FRANK BURNS,
E. V. DANNENBERG, RUSSELL A. BOWEN;
Chicago—Tribune Tower, H. C. DAYCH,
J. L. FREE; Detroit—General Motors Bldg.,
D. C. MURRAY, BLANCHARD-NICHOLS-COLEMAN,
Atlanta, San Francisco, Los Angeles,
Seattle.

Member A. B. C.

What more need we say?



December 1928
53½ pages of
advertising
APPROXIMATELY
95,000
CIRCULATION



December 1927
35 pages of
advertising
64,467
CIRCULATION



December 1926
13 pages of
advertising
48,715
CIRCULATION

	Pages	Lines
Radio Broadcast.....	25	11,180
Radio	25	11,061
Outdoor Life & Recreation.....	25	10,872
Bookman	48	10,752
Hunting & Fishing.....	25	10,600
Secrets	24	10,218
Screenland	22	9,311
Motion Picture Classic.....	19	8,317
Sunset	19	8,261
American Legion Monthly.....	19	8,196
Scientific American.....	18	7,791
American Girl.....	17	7,449
American Motorist.....	17	7,140
Extension Magazine.....	9	6,524
Film Fun	14	6,149
Newsstand Group.....	26	5,820
St. Nicholas.....	13	5,577
Association Men.....	13	5,320
Picture Play.....	12	5,291
Munsey Combination.....	23	5,152
Forest & Stream.....	11	4,912
The Rotarian.....	11	4,647
National Republic.....	10	4,510
Nature Magazine.....	10	4,298
The Scholastic (2 Nov. issues).....	9	3,630
Current History.....	15	3,360
Wide World.....	15	3,297
Street & Smith Comb.....	13	2,800
Everybody's	11	2,392
Blue Book	9	1,946

WOMEN'S MAGAZINES

Vogue (2 issues).....	187	118,040
Harper's Bazar.....	130	87,100
Good Housekeeping.....	158	67,587
Ladies' Home Journal.....	99	67,172
Woman's Home Companion.....	72	48,974
McCall's	53	35,994
Delineator	46	31,485
Pictorial Review.....	42	28,555
Junior Home Magazine....	41	27,874
Children, The Magazine for Parents.....	54	22,967
Child Life	44	19,016
Holland's	24	17,798
Modern Priscilla.....	21	14,280
Farmer's Wife.....	18	12,240
Household Magazine.....	13	9,288
People's Popular Monthly..	14	9,238
Needlecraft	13	8,500
John Martin's Book, The Child's Magazine.....	19	8,219
Woman's World.....	12	7,838
Fashionable Dress.....	11	7,694
People's Home Journal....	11	7,442
Messenger of Sacred Heart	13	2,926



A Nation-Wide Photographic Service...



Sponsored
by the
**PHOTOGRAPHERS
ASSOCIATION
of America**

THERE is an interesting book called "The Four Thousand Mile Lens" that tells all about this service and suggests many ways in which you can use it to good advantage. Your local commercial photographer will gladly give you a copy or write National Advertising Headquarters, Photographers Association of America, 136 East Market Street, Indianapolis, Ind.



Your Local Commercial Photographer can get that distant photograph Quickly!

YOU'VE often wanted a photograph of some subject in a city a hundred or a thousand miles away. Now you may have it quickly, and without a bit of bother. Just telephone the man who makes your regular commercial photographs. Tell him your requirements. He will transmit your instructions to an associate in the distant city, who will take the photograph. A print will be delivered through your regular photographer in the usual way.



CANADIAN WEEKLIES

	Pages	Lines
Mayfair	94	59,641
MacLean's (2 Nov. issues) ..	78	54,692
Can. Homes & Gar. (Nov.) ..	80	50,542
West. Home Mo. (Nov.) ..	61	43,905
Can. Home Journal (Nov.) ..	62	43,678
Rod & Gun in Canada	17	7,213

NOVEMBER WEEKLIES

November 1-7	Pages	Lines
Saturday Evening Post ..	104	70,817
New Yorker	64	27,543
American Weekly	9	17,743
Literary Digest	39	17,589
Liberty	25	16,395
Time	30	12,841
Collier's	18	12,024
Life	19	8,173
Christian Herald	7	4,904
The Nation	10	3,990
Outlook	8	3,644
Judge	7	3,049
Churchman	5	2,197
New Republic	5	2,127

November 8-14	Pages	Lines
Saturday Evening Post ..	122	83,018
New Yorker	83	35,700
Liberty	45	28,760
Literary Digest	45	20,535
Collier's	28	18,723
American Weekly	9	16,500
Time	33	14,350
Life	18	7,711
Christian Herald	7	4,900
Outlook	10	4,282
The Nation	9	3,570
New Republic	7	3,087
Churchman	6	2,564
Judge	4	1,897

November 15-21	Pages	Lines
Saturday Evening Post ..	110	74,763
New Yorker	73	31,271
Collier's	30	20,088
Liberty	31	19,863
Literary Digest	43	19,649
American Weekly	9	16,716
Time	33	14,260
Life	15	6,647
Christian Herald	6	4,064
The Nation	8	3,413
Judge	8	3,356
Outlook	7	2,887
Churchman	6	2,549
New Republic	4	1,808

November 22-28	Pages	Lines
Saturday Evening Post ..	94	63,719
New Yorker	72	31,040
Liberty	40	26,000

	Pages	Lines
Collier's	24	16,286
Literary Digest	31	14,353
American Weekly	7	14,177
Time	31	13,174
Christian Herald	7	5,088
Life	8	3,615
Churchman	7	3,093
Judge	6	2,748
The Nation	5	2,153
Outlook	5	2,010
New Republic	3	1,171

November 29-30	Pages	Lines
Life	9	3,903

Totals for November	Pages	Lines
Saturday Evening Post ..	430	292,317
New Yorker	292	125,554
Liberty	141	91,018
Literary Digest	158	72,126
Collier's	100	67,121
American Weekly	34	65,136
Time	127	54,625
Life	69	30,049
Christian Herald	27	18,956
The Nation	32	13,126
Outlook	30	12,823
Judge	25	11,050
Churchman	24	10,403
New Republic	19	8,193

RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS

	Pages	Lines
1. Vogue (2 issues)	187	118,040
2. Town & Country (2 is) ..	157	105,916
3. House & Garden	140	88,242
4. Harper's Bazar	130	87,100
5. Vanity Fair	121	76,372
6. Country Life	112	75,414
7. Good Housekeeping	158	67,587
8. Ladies' Home Journal ..	99	67,172
9. Arts & Decoration	92	61,950
10. Mayfair	94	59,641
11. MacLean's (2 Nov. is.) ..	78	54,692
12. Can. Ho. & Gar. (Nov.) ..	80	50,542
13. Woman's Home Comp.	72	48,974
14. Forbes (2 Nov. is.)	108	48,954
15. West. Ho. Mo. (Nov.) ..	61	43,905
16. Can. Ho. Jour. (Nov.) ..	62	43,678
17. House Beautiful	63	39,506
18. Popular Mechanics	175	39,265
19. Atlantic Monthly	168	37,709
20. Nation's Business	87	37,218
21. Harper's Magazine	166	37,100
22. McCall's	53	35,994
23. The Sportsman	55	34,967
24. Popular Science Mo.	74	31,842
25. Delineator	46	31,485

In Printers' Ink
Next Week

100 Checking Points for Advertising Salesmen



By M. L. WILSON
Of The Blackman Company

Five weeks ago (Nov. 8th issue) Printers' Ink carried "100 Checking Points for Salesmen," compiled by Mr. Wilson. As we expected would be the case, the issue was quickly sold out. Sales managers and company executives wanted extra copies for their salesmen. Publications asked permission to reprint. The article was reprinted by a direct-mail printer in a booklet of which several thousand copies were distributed. Mr. Wilson and Printers' Ink received scores of letters relating to it.

In the issue of Dec. 20th will appear another "100 Checking Points," this time relating more specifically to the advertising salesmen of newspapers, magazines, farm papers, business papers and other mediums.

Mr. Wilson himself was once an advertising salesman. Since then he has had opportunity to view them and their methods from the position of buyer.

*You will want to read these "Hundred Points"
in the December 20th issue of*

Printers' Ink

FOUR-YEAR RECORD OF DECEMBER ADVERTISING

	1928 Lines	1927 Lines	1926 Lines	1925 Lines	Total Lines
Town & Country (2 issues)	105,916	91,646	98,460	87,463	383,485
House & Garden	88,242	84,275	94,057	74,089	340,663
Vanity Fair	76,372	77,807	77,713	66,428	298,320
Country Life	75,414	67,108	75,944	77,107	295,573
MacLean's (2 Nov. issues)	54,692	60,187	62,537	55,651	233,067
Arts & Decoration	61,950	60,354	51,240	36,792	210,336
House Beautiful	39,506	39,978	46,449	40,902	166,835
Popular Mechanics	39,265	41,095	44,688	41,160	166,208
Forbes (2 Nov. issues)	48,954	37,704	41,618	35,354	163,630
American	30,048	37,841	43,991	45,103	156,983
Atlantic Monthly	37,709	34,961	37,285	32,241	142,196
Cosmopolitan	30,975	30,362	35,840	37,023	134,200
Popular Science Monthly	31,842	33,091	33,624	34,159	132,716
Harpers Magazine	37,100	35,140	34,048	24,737	131,025
Nation's Business	37,218	31,780	31,166	28,879	129,043
Boys' Life	29,636	27,815	31,660	31,484	120,595
American Boy	28,504	27,810	27,996	29,920	114,230
Magazine of Business	24,546	28,593	26,455	25,975	105,569
International Studio	27,832	33,232	25,719	17,466	104,249
Scribner's	24,773	25,544	26,462	22,762	99,541
True Story	27,344	25,055	25,746	19,563	97,708
Red Book	19,864	24,404	27,263	25,861	97,392
World's Work	20,640	24,401	25,852	26,184	97,077
Review of Reviews	18,206	20,384	26,917	30,869	96,376
Physical Culture	20,079	18,896	24,213	32,403	95,591
Photoplay	18,360	21,336	23,231	26,659	89,586
†American Home	30,507	19,121	18,590	15,403	83,621
Theatre	17,380	19,355	19,480	16,834	73,049
Field & Stream	15,172	15,270	17,875	17,160	65,477
Science & Invention	14,867	16,872	15,918	14,753	62,410
Motion Picture Magazine	14,685	15,000	15,589	15,305	60,579
Sunset	8,261	11,971	14,286	15,980	50,498
Scientific American	*7,791	*9,925	14,068	15,858	47,642
National Sportsman	13,394	11,907	10,362	9,150	44,813
Outdoor Life & Recreation	10,872	11,408	10,060	11,491	43,831
Better Homes & Gardens	12,385	9,724	9,443	7,229	38,781
St. Nicholas	*5,577	*7,079	*10,725	6,104	29,485
Munsey Combination	5,152	4,501	6,484	5,096	21,233
Forest & Stream	4,912	4,694	5,509	4,826	19,941
Everybody's	2,392	3,109	5,180	6,781	17,462
	1,218,334	1,200,735	1,273,743	1,168,204	4,861,016

*New Size.

†Formerly Garden & Home Builder.

WOMEN'S MAGAZINES

	1928	1927	1926	1925	Total
Vogue (2 issues)	118,040	140,599	128,738	117,680	505,057
Harper's Bazar	87,100	76,188	67,907	64,197	295,392
Ladies' Home Journal	67,172	65,211	80,580	78,079	291,042
Good Housekeeping	67,587	57,225	63,775	61,596	250,183
Woman's Home Companion	48,974	52,013	55,684	50,940	207,611
McCall's	35,994	38,444	39,434	25,438	139,310
Pictorial Review	28,555	33,294	35,913	29,842	127,604
Delineator	31,485	30,904	29,036	27,188	118,613
Modern Priscilla	14,280	18,000	18,700	18,190	69,170
Woman's World	7,838	11,403	11,754	13,132	44,127
People's Home Journal	7,442	10,513	11,604	12,954	42,513
People's Popular Monthly	*9,238	*9,011	*8,298	9,837	36,384
Needlecraft	8,500	10,030	6,274	7,480	32,284
	532,205	552,835	557,697	516,553	2,159,290

*New Size

WEEKLIES (4 November Issues)

	1928	1927	1926	1925	Total
Saturday Evening Post	292,317	318,375	328,452	360,014	1,299,158
Liberty	91,018	106,638	99,237	70,919	367,812
New Yorker	125,554	118,888	95,005	13,539	352,986
Literary Digest	72,126	60,879	75,214	75,027	283,246
Collier's	67,121	56,597	51,193	45,404	220,315
American Weekly	65,136	46,188	43,785	149,136	204,245
Time	54,625	33,465	140,928	135,185	164,203
Life	130,049	29,444	25,300	25,930	110,723
Christian Herald	18,956	16,943	24,709	23,098	83,706
Outlook	12,823	11,819	17,161	23,736	65,539
	829,725	799,236	800,984	721,988	3,151,933

†Five Issues.

Grand Totals 2,580,264 2,552,806 2,632,424 2,406,745 10,172,239

No. 3 of a Series

250,000 + 100,000

Quality

in its
admitted
place
at

a
ridiculously low

rate

350,000 homes
@ \$1175. per page

THE QUALITY THREE
ATLANTIC • HARPERS • SCRIBNERS
597 Fifth Avenue. New York

THE
ATLANTIC
MONTHLY

Harpers
MAGAZINE

SCRIBNER'S

The Little Schoolmaster's Classroom

TAKING space in an advertisement to compliment a competitor on his advertising is an occurrence rare enough to take time out for a moment's reflection.

"I spied the enclosed advertisement in an evening paper here today," writes a member of the Class from Oklahoma City.

The advertisement was published by "Petee's, The Department Hardware Stores." It appears under this caption: "It Does Pay to Use Only Good Paint." In the center of the advertisement, set in bold italic type and enclosed in heavy brackets, is the following:

Pittsburgh Plate Glass Co.—We Compliment You on Your Excellent Series of Paint Advertisements.

The store's own copy reads:

Ordinarily we do not use space to praise our competitors' advertising, but we make exception in this series of Sun-Proof Paint advertisements, (the last of which ran in the Oklahoma City Times of Friday, Oct. 5).

The LABOR COST of using inferior paint is just as much as that in applying good, standard quality paint that will stand up under several years of varying weather conditions. To buy any HIGH-GRADE paint is to be sure of property protection and of POCKET-BOOK ECONOMY.

In the space ordinarily occupied by the signature, is the following, in italics:

The Same Is True of LOWE BROS. HIGH STANDARD PAINTS Offered at Our Four Stores.

Whether a gesture is magnificent or gracious depends, of course, upon who makes it, whom it is made to, and that over which it is made. But as a matter of standard practice in personal selling and advertising, just what sales merit, the Schoolmaster has often wondered, has a compliment? A knock has doubtful merit. The general effect, where a knock does not actually antagonize, is to make the prospect suspicious. One danger which a compliment shares with a knock is that of informing the ignorant of the existence of the competitor.

But aside from that, isn't a compliment dangerous on the score of its very infrequent occurrence in advertising? Doesn't it imply an interest, direct or indirect, in the sale of the product mentioned by name?

An interesting theme for meditation, which the Schoolmaster will leave with the Class over the week-end.

* * *

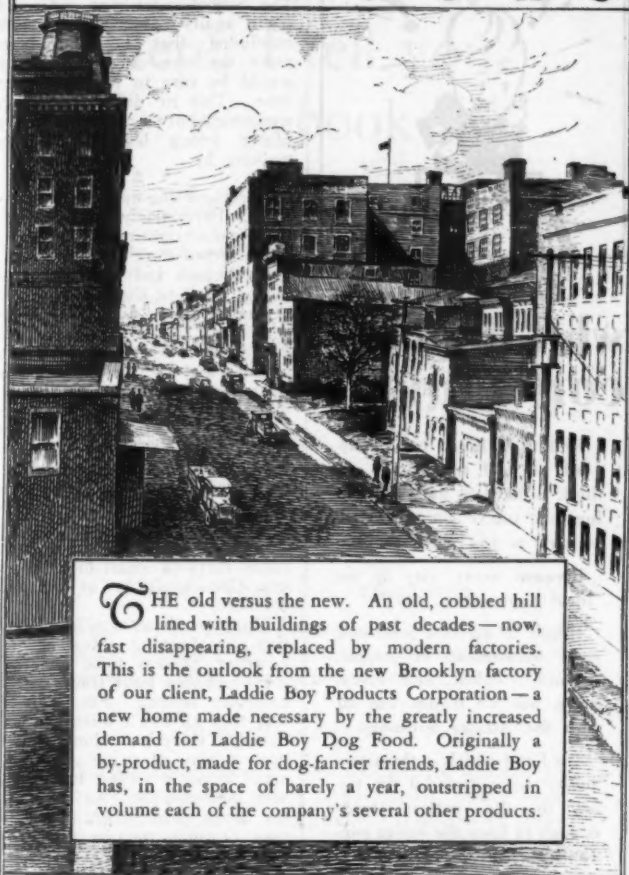
An interesting merchandising study is to be seen in the way certain important cities cater to, and try to make things pleasant for, visiting automobile tourists.

Along the principal business streets of Memphis, for example, there are rather a goodly number of prominently displayed signs conveying the welcome information that "This Parking Space Is For Tourists Only." If any car bearing a Memphis license plate goes into one of these spaces, the driver immediately finds himself in trouble with the ever watchful traffic policeman. This is more than a gesture of that fine hospitality for which the South is deservedly famous—it is good business. For what is more bewildering than to drive into a strange town and wonder where one can park for a few minutes without running afoul of the law?

In Minneapolis the traffic regulations are stringent, and the policemen are just about as hard-boiled a lot as can be encountered anywhere else. But all this is for home folks; visitors are immune. Drive into Minneapolis in a car bearing a Minnesota license and you have to look out; but, from any other State, park where you please.

All of which reminds the Schoolmaster of a little experience he had a summer or two ago while driving through Bryn Mawr, Pa. He made a left turn so as to pass the college and was immediately called to account by a policeman. It was all right to make the left turn at that corner,

O U T L O O K S



THE old versus the new. An old, cobbled hill lined with buildings of past decades—now, fast disappearing, replaced by modern factories. This is the outlook from the new Brooklyn factory of our client, Laddie Boy Products Corporation—a new home made necessary by the greatly increased demand for Laddie Boy Dog Food. Originally a by-product, made for dog-fancier friends, Laddie Boy has, in the space of barely a year, outstripped in volume each of the company's several other products.

CHURCHILL-HALL

INCORPORATED

H. B. LE QUATTE, *President*

50 UNION SQUARE
NEW YORK

MEMBER OF AMERICAN ASSOCIATION OF ADVERTISING AGENCIES



You men who decide conventions

Rodin's Thinker had a snap—all he had to do was to think as hard as he was looking, but you've got to LOOK as hard as you're thinking!

Because every city is an "ideal Convention city!"

Here's a tip that will end your harassment—of course, Atlanta is ideal, and everything, but we trump 'em all with the Atlanta Biltmore.

—a hotel which enthusiastic guests* have declared the finest in the nation, large enough to keep the entire convention within the Hotel.

Before deciding, may we show you what other Conventions have said about us?

*They weren't trying to sell us anything either!

Atlanta Biltmore

A Bowman Biltmore Institution

Rates from

350

but there was a certain technical formula that had to be observed. The Schoolmaster was ordered to try it again. Then the policeman concluded that he had better make the turn once more so he would be sure to remember next time. This he did, to the great amusement of a couple of Bryn Mawr young ladies who were walking by.

* * *

Merchandising methods are never static. Particularly changeable are retail merchandising methods. On top of retail-store selling by mail-order houses and mail-order selling by retailers, there are such experiments as 5- and 10-cent groceries and a store which permits customers to enter in their automobiles and shop without leaving their cars. And now the Schoolmaster hears that in Chicago there is in operation a chain of stores which has practically eliminated counters. Instead, there are eight or nine display tables, none larger than thirty-six inches square, which are grouped in the middle of the store, with several around the edges carrying small displays that are also available as wrapping counters.

Many of these retailing innovations die aborning. Most of them, however, possess some degree of merit and they leave traces of their existence behind. For that reason, they all merit watching. For example, there is no doubt that the present plan of using counters in retail stores is subject to considerable improvement. An attempt to do away with them altogether may or may not be the proper remedy, but in any event it does indicate that there is opportunity here for experimentation. The Schoolmaster has heard that a drug store has adopted the plan of placing its counters so that instead of running in a deadly parallel with the shelves, they are made to extend at different angles. The proprietor claims that this arrangement makes each showcase more prominent.

A number of manufacturers help their dealers with store layouts. It would seem to the

Here, I tell you, is a book

H. V.

. . . packed with vital principles

There are not many pages in it but they are packed with the vivid and vital principles of Promotion. It is a primer in form but in substance there is no advertising or selling man too wise to learn from it. It is called **THE PRIMER OF PROMOTION**.

. . . a mind opener

It is a mind-opener, a digger under the common crust of you, an awakener of sleeping possibilities. Through it you will see simply and clearly the engineering basis and facts of promotion work skilfully changed from misty-edged principles into mental tools for you to use.

. . . made from rich experience

Howard W. Dickinson did not exactly write this book—he made it from a rich practical experience few of us can ever enjoy except in these pages—the ripe fruit of it.

. . . especially adapted for use

THE PRIMER OF PROMOTION is especially adapted for use in quantities by Sales Departments, Advertising Agents or other groups who promote products or ideas. Price \$1.25. Special quantity prices if you ask for them.

Another book soon

[A second book by Howard W. Dickinson—"Crying Our Wares"—will soon be published. It will tell about advertising in a human, living blend of shrewd opinions and wise truths.]

THE JOHN DAY COMPANY

386 Fourth Avenue - - New York

WANTED

Line for Pacific Coast

Successful Sales Representative, who in two years developed a \$450,000 yearly business in Specialty Line, will consider a new line of fundamental sales value.

Sales Office in Los Angeles.

Address "M," 188,
Printers' Ink.

Wanted by Large Eastern Lithographic House

Experienced salesman for Chicago territory. Splendid opportunity for right man.

Address "N"
Box 189, care of Printers' Ink

Schoolmaster that these manufacturers might very well look into the possibilities offered by unusual—and yet practical—counter and showcase arrangement.

If you advertise a luxury and do not publish the price, will you receive more inquiries than if you publish the price? A low price appeals to a larger buying group than a high price. But if the price is high, asks a member of the Class, what then? Won't the publishing of the price prevent many from answering who might otherwise answer, and might not salesmanship persuade many of them to buy? That of course depends upon the nature of the offer, the price and the brand of salesmanship.

An example reaches the Schoolmaster from a Class member in Chicago with a few proofs of newspaper advertisements featuring a train called "The Chief," operated by the Santa Fe Railroad between Chicago and San Francisco. The caption of one advertisement reads, "Extra fine, extra fast, extra fare." The copy is all about comfort and the charm of California, and nothing about "how much," except a line at the bottom of the layout, reading, "Extra fare: \$10.00 from Chicago—\$8.00 from Kansas City." The regular fare is not mentioned, only the amount of the extra fare, which, because of the way it is brought in, seems enough, yet at the same time gives the reader the idea that it is somehow worth the "extra fine" and "extra fast." Of this advertising the company says it is "bearing fruit, as the train is becoming more popular every day, summer as well as winter." So here is one piece of testimony of an unusual kind, namely, the example of a high-priced article, advertised without the price of the article but with the price of an extra service, and the advertising "bearing fruit" in the way of increasing returns.

A change in telephone numbers is always a good event to capitalize in advertising. Much local business comes in by telephone these days and the delay caused

Are You One of These Men?

THE rapidly expanding Publicity Department of one of the largest concerns of its kind in the world, headquarters, New York City, has openings for six men of sufficient training and experience in their respective lines to make themselves immediately useful, and of ambition and ability to enable them to assume greater responsibilities in the future. Men in their late twenties or early thirties preferred. None over forty-five will be considered. *A college education or its equivalent is a basic requirement of each.* The positions are:

General Publicity Assistant—to directly supervise all details of production, including planning, copy, art, layout, printing.

Must have had practical journeyman printer's experience, preferably in country shops. In addition, newspaper editorial experience, and some art training will be an advantage.

Assistant Production and Layout Man—to handle details of typographic layout, art production, and the purchase of engravings under the supervision of the present Production-Layout chief.

Art training required, either along typographic or pictorial lines. Practical composing room experience will be an advantage.

Copyreader-Copywriter—to perform the dual function of carefully editing manuscripts on various subjects, and of writing miscellaneous publicity and advertising copy.

A newspaper man with special copyreading experience is required.

Copywriter-Idea Man (2)—to develop ideas and to write copy for various kinds of advertising, including magazine ads, posters, and direct mail sales letters and literature.

Advertising Agency (or department) experience required. Newspaper editorial experience desirable.

A Translator—specialist on French, preferably of French-Canadian birth and education.

A good education required. Some legal training desirable, and ability to translate to and from other languages will be an advantage.

These positions are to be filled early in 1929. Applications by letter are desired immediately. Send no samples until requested. Interviews will be invited soon after January 1.

Applicants are requested to be specific as to: 1. Age; 2. Education; 3. Experience; 4. References; 5. Salary Expectation, and to outline at length their qualifications for the position desired. Every item of information will be carefully considered, and the application will be treated as strictly confidential.

Address "G," Box 184, Printers' Ink



\$2,000 A MONTH

Will be the total cost of sending a first-class house organ, edited by William Feather, to 30,000 customers and prospects. Get estimate for smaller quantities.

Write for Samples

The William Feather Company
697 Caxton Building : Cleveland, Ohio

TELLING SLOGANS FOR SELLING BUSINESS

Have some corking slogans for high-grade firms. Shoe, automotive, oil and gasoline especially. Not cheap, but neither is my brain-work. Guaranteed original. With my honor and cash as forfeit. Would like to hear from agencies.

Address "L," Box 187, Printers' Ink

WANTED: Small Publications

weekly or monthly, to publish—also connection with commercial printing Broker—Country plant equipped to punch, perforate, cut, feeder and cylinder press work—Intertype.

Write or call for an interview

TRIBUNE PRESS

186 ORANGE AVE., SUFFERN, N. Y.
Telephone: Suffern 944

Reaches both officers and men in one publication

The UNITED STATES NAVY WEEKLY

THE ALL NAVY NEWSPAPER

is the Only Publication devoted *Exclusively* to News of the Commissioned, Warrant and Enlisted Personnel of the Active, Reserve and Retired Naval Forces.

Write for rate card and copy of paper.

EARLE BUILDING, WASHINGTON, D. C.

Mailing Lists

Will help you increase sales

Send for **FREE** catalog giving counts and prices on classified names of your best prospective customers — National, State and Local — Individuals, Professions, Business Concerns.

99% GUARANTEED 5¢ each
by refund of

ROSS-Gould Co.
241N. St. Louis
10th St.

by giving numbers which have been replaced by new numbers is sometimes sufficient to lose many orders. A point generally overlooked in getting out a piece of advertising matter on a change of telephone numbers is that most business offices have private exchanges in charge of operators and that it is as important to notify these operators as their employers—often more so.

A unique use of advertising to notify both the customer and his switchboard operator has recently been called to the Schoolmaster's attention. It is a mailing folder, folded twice. Two of the folds, or sides, contain this message to the customer:

Again, our good friends, the New York Telephone Company, have seen fit to designate a new group of numbers for our telephone, of which we sincerely hope you will make good and frequent use. Our new Call Number is **WORTH 3724** (seven trunk lines). Lincoln Financial Service, Inc., 441 Pearl Street, New York.

The third fold is divided into upper and lower sections; the upper, blank except for the drawing of a hand pointing downward with the words, "Please tear off and hand to your operator," and the lower in the form of a coupon, perforated so that it may be easily detached, and reading, "Lincoln Financial Service, Inc., **WORTH 3724** to **3730**. Seven trunk lines."

The coupon, when detached, is of convenient size for the telephone operator's use, either to keep before her until she has memorized the new numbers, or for use as a memo to correct her list.

Doesn't Take Lazy Man's Short Cut to Get Jokes

AMERICAN STOVE COMPANY
LORAIN, OHIO, Dec. 5, 1928.

Dear Schoolmaster:

With interest I note that you have mentioned my name in your Classroom.

As you observed, we use jokes in our house organs, ("dealer magazine" we prefer to call it) only when the copy so breaks that "holes" are left in the page. Then rather than pad the story we drop in a joke or so.

In the use of jokes our policy is to use only such humor as actually relates to cooking or cooking appliances. Sometimes, news of the day provides diverting amusing items, such as where a man

rubbed a custard pie in his wife's face because she accidentally let a piece slip into his lap.

Our purpose is that if we needs must publish a joke we do not take a lazy-man's shortest course and clip the first joke at hand, rather we search until we find a bit of fun more appropriate for a publication called "Magic Chef."

C. F. FARNHAM,
Advertising Department.

Now Fracy, Inc.

F. R. Arnold & Company, New York, maker of the Fracy line of perfumes, has changed its firm name to Fracy, Inc. This change has been made in order to derive greater benefit from the company's advertising, which has featured the Fracy name.

T. O. Kellogg, Vice-President, Elcar Motor

Todd O. Kellogg, formerly with Willys-Overland, Inc., Detroit, has joined the Elcar Motor Company, Elkhart, Ind., as vice-president in charge of sales.

Appointed by "Nevada State Journal"

William H. Wilson, publishers' representative, Chicago, has been appointed the Mid-West national advertising representative of the Reno Nevada State Journal.

J. K. Rich with Blackett- Sample-Hummert

John K. Rich is now with the Chicago office of Blackett-Sample-Hummert, Inc., advertising agency, as plan man and account executive.

Perhaps My Experience Would be Valuable to You

I am looking for a solid connection with a future to which I can bring experience in editorial, advertising, publicity and selling, capped with success in a selling business of my own.

My reason for seeking such a connection is that the market for my commodity has collapsed with no relief in sight.

I believe some over-worked executive needs just the high-class assistance my experience offers, plus the education, tact, initiative and unusual contact ability that are mine, and it is with him I should like to talk.

Address "J," Box 186, Printers' Ink

Merchandising Counsel Surveys Publicity

Especially helpful, by reason of long experience, in making direct and profitable contact with the architectural, engineering and construction fields.

ERNEST McCULLOUGH, C.E.
EDWARD S. HANSON

806 Salmon Tower, 11 W. 42nd St., N. Y.

If you want to sell
FOOD PRODUCTS
IN PITTSBURGH
write "E," Box 171, Printers' Ink

The right product
markets and competition
sales methods
— and then Advertising

DORRANCE, SULLIVAN & COMPANY, Inc.

ADVERTISING

130 WEST 42ND STREET, NEW YORK

"GIBBONS knows CANADA"

J. J. GIBBONS Limited Advertising Agency

Toronto Montreal Winnipeg Vancouver Seattle London Eng.
New York Office 2152 Graham Bldg. Thomas L. Briggs, Manager for United States

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost seventy-five cents a line for each insertion. No order accepted for less than three dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Capable, experienced space salesman with New York office wishes to represent one or two good trade or class publications in Eastern territory. Box 724, Printers' Ink.

Wanted—Two publications to represent in any or all sections of the United States through our established, experienced force of seven advertising salesmen. Commission. Box 723, P. I.

REPRESENTATIVE WANTED

For Chicago, Cleveland and Boston territory, preferably one acquainted with hardware field. Very liberal commission. Box 730, Printers' Ink.

CLASSIFIED WANT ADS PLACED

Out-of-town newspapers—

Publishers' rates. Est. 1923

MARTIN ADVERTISING AGENCY

276 W. 43d New York—WISconsin 3639

FOR SALE

R. Hoe Company large size hand proving press.

Master Color Engraving Co., Inc.
305 West 19th St., New York City

HELP WANTED

NEWSPAPER COT SALESMEN—45% and unusual line for part or full time. Experienced men only. Send details and address Charles Advertising Service, 543 Douglas Bldg., Los Angeles.

A Fire Insurance Company—in New York has opening in Advertising Department for young man seeking experience. Copy—direct mail—layout—detail. State qualifications and salary expected. Box 714, Printers' Ink.

YOUNG MAN

Experienced in various phases of circulation work, including handling of salesmen, mail sales promotion and general office routine.

Must have a record of accomplishment with important publishers.

State full history, experience in detail, salary required, etc. Box 733, P. I.

Sales Correspondent and Copy Writer

One of our clients in New York City, a very successful correspondence school, requires a young man for sales correspondence and sales promotion. Mail order advertising experience desirable. Initial salary moderate, opportunity for advancement splendid. Tell us about yourself in detail, stating starting figure you expect, and send samples showing your creative ability. Box 739, P. I.

SALESMAN—Position open for live wire to represent Plumbing-Heating monthly magazine; one having sold space and acquainted with the manufacturers of this type preferred. Salary or Commission. Box 726, P. I.

Young Man as Detail Manager—for Subscription Department of weekly magazine. Must know shortest routes to fulfillment of subscriptions. Also be experienced in detail of handling large Circularizing Department. Write giving details of experience, salary wanted. Box 727, Printers' Ink.

LEADING CHICAGO PUBLISHER

Has opening on editorial staff for a man who has sales executive background. Advertising agency or sales house organ experience desirable. Unusual opportunity with rapidly growing company. Give age, experience, and starting salary expected. Box 720, Printers' Ink.

RADIO ADVERTISING MAN

Advertising agency wants a man with a successful record in the advertising and sales promotion of radio products, receiving sets, cabinets and especially radio tubes. The man we desire is probably advertising and sales promotion manager for a manufacturer making these items or is working on similar products in some advertising agency. In reply state age, experience in detail and salary expected. Box 719, P. I.

COPY WRITER AND LAYOUT MAN WANTED FOR TRADE PAPER

A trade paper of national distribution requires the services of a copywriter and layout man for non-technical merchandise. The requirements for the position in the order of their importance are as follows:

1. Thorough knowledge of trade practices, merchandise and selling methods.
2. Versatile copy writing ability from "catalog style" to prestige and good will copy.
3. Ability to make attractive layouts to show prospective advertiser, that are practical from a printing stand-point.
4. Knowledge of mechanical processes and their use.

In reply state your past experience in detail and if possible submit samples of your work which will be returned. State age and salary expected. Box 737, Printers' Ink.

LETTER SHOP SALESMAN

Opportunity to better yourself, if you have a following with large users of Direct Mail Service—most complete equipped plant in New York. We specialize in AUTOMATIC ADDRESSOGRAPH ADDRESSING-RADIO, BEAUTY PARLORS, HARDWARE, RESTAURANT AND HOTEL FIELDS.

Consolidated Trade Directories
Gramercy 5740 20 W 22nd St. N. Y.

WANTED—Young man experienced in Direct Advertising to develop ideas of contact men into dummies to show prospects. Must do lettering, write copy and prepare material for printer. Large printers, fifty years old. Job no experiment. One man doing this work 12 years, another 2 years. Both work with you. Real opportunity. Reasonable starting salary. Advancement ahead. Write fully. Send sample layouts and lettering, photo, age, present work, reference. Look us up in Dun's. Combe Printing Co., St. Joseph, Mo.

SALES OPPORTUNITY

for a man with

PERSONALITY AND PERSEVERANCE
Must possess at least five to ten years' business experience and able to meet and interest substantial men regarding a unique underwriting service; the man who can meet our requirements probably is earning \$10,000 or more; previous selling experience not essential; he will receive thorough training and have an opportunity for consistent, rapid development under congenial surroundings; liberal commissions; no traveling. Write M., 133 E. 17th St., New York City.

POSITIONS WANTED**VISUALIZER**

Young man—desires connection with advertising agency, apt in visualizing, with originality in design and layout. Studio, agency experience. Box 716, P. I.

ALL AROUND ARTIST

Letterer, designer, etc., all styles, now employed; desires salaried position. Married. Go anywhere. Box 731, Printers' Ink.

ASST. ART DIRECTOR

4 years' experience.
Can do layouts and lettering.
Box 718, Printers' Ink.

Motion Picture Advertising—College man—24—in our agency. 6 yrs. knowledge of theatre. Excellent for motion pictures or allied publicity job in agency, theatre, studio. We know he stampedes box offices! Box 729, Printers' Ink.

SECRETARY - STENOGRAPHER

Young man (29) seeks work on business basis that boss' interests are employee's interests. Five years' newspaper and general advertising experience. Has sold and writes copy. \$45. Box 732, P. I.

ATTENTION! MR. SALESMANAGER

Young man—25—College education. Four years' selling experience. Wide knowledge of sales promotion and direct-by-mail advertising methods. Excellent sales correspondent. Well trained in modern methods of marketing and distribution. Wants position which offers full opportunity to display ability and initiative. Box 734, Printers' Ink.

ACCOUNT EXECUTIVE

Yale graduate, 30 years old, married, wants position as Account Executive. Six years' experience in advertising. Box 736, Printers' Ink.

Secretary-Stenographer—young woman, age 24, eight years' experience, desires position in advertising field. Educated, intelligent, ambitious. Thoroughly familiar advertising routine. References. Salary \$35. Box 738, Printers' Ink.

SECRETARY—pleasing personality, Christian. Quick and proficient stenographer; thoroughly familiar with advertising and general business; had full charge of office, directing salesmen and keeping follow-up records; writes a letter that brings an answer; splendid references. Will start at \$35. L. L. Room 708, Graybar Building.

ADVERTISING WOMAN

Formerly account executive 4A agency; now writing free lance copy several agencies. Excellent experience general accounts. Wants additional free lance work or will consider full-time connection with smaller agency offering chance for both contact and copy. Box 722, Printers' Ink.

OUTSTANDING COPY WRITER AND VISUALIZER HOLDING HIS OWN WITH COUNTRY'S BEST

Creator well-known NATIONAL—MAIL ORDER—DIRECT MAIL campaigns recognized unusually good advertising; interesting story awaits concern requiring highest type ability; N. Y. leading 4A agency experience; go anywhere. Box 715, P. I.

Shirt Sleeve Executive

At present is General Manager of concern doing over million in sales.

Practical experience in organization, factory management, sales, advertising and financing.

If you want someone to run your business with the idea of building and expanding it I would like to try it. Gentile not yet 40.

Box 735, Printers' Ink.

New York State Representative Open

The advertising executive of some high class general publication is right now in search of an able advertising representative for New York State. This executive wants a man with good fundamental training, experience and knowledge of merchandising. He wants a man who can and will do intelligent and constructive work. That executive is the man to whom this message is addressed and the author is his man. Box 728, Printers' Ink.

TRAFFIC MANAGER

Desires connection with large organization having distribution problems—where knowledge, energy and application of sound experience will produce economies in distribution cost. Applicant reputed as a leader in the traffic field. Present connection does not hold future inviting enough to make me stay "put." Have initiative, organization ability and acquaintance with all phases of distribution. Can furnish highest business and personal reference. Box 721, Printers' Ink.

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To Open the Door

Give your salesmen the help of lighted pictures to get in, to show sales points and get orders.

Outstanding sales organizations are using this method of selling with a new projector that is a real selling tool, simple, substantial and remarkably compact. Put the plug in any light socket and it tells your story in bright, clear pictures—lighted still pictures that change.

Twelve years of experience has highly developed the skill of this organization in making lighted pictures for sales education and instruction and for consumer selling.

Every picture we have ever made has helped accomplish the buyer's purpose.

We'd like to show you all about it.

Jam Handy Picture Service

**Newspapers' Film Corp'n
6227 Broadway, Chicago**

Still and Motion Pictures—Animated Drawings—Screens—Slides
New York, 420 Lexington Avenue—Dayton, 887 Reibold Bldg.—
Detroit, General Motors Building—Regional Sales and Service at
Principal Points Throughout the United States.



Advertising their new product, Muffets, the Quaker Oats Company during 1928 spent 52% more in the Tribune than in all other Chicago newspapers combined

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER